

DOTAE

ENVY

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THE FRIENDSHIP ISSUE

DOTAE



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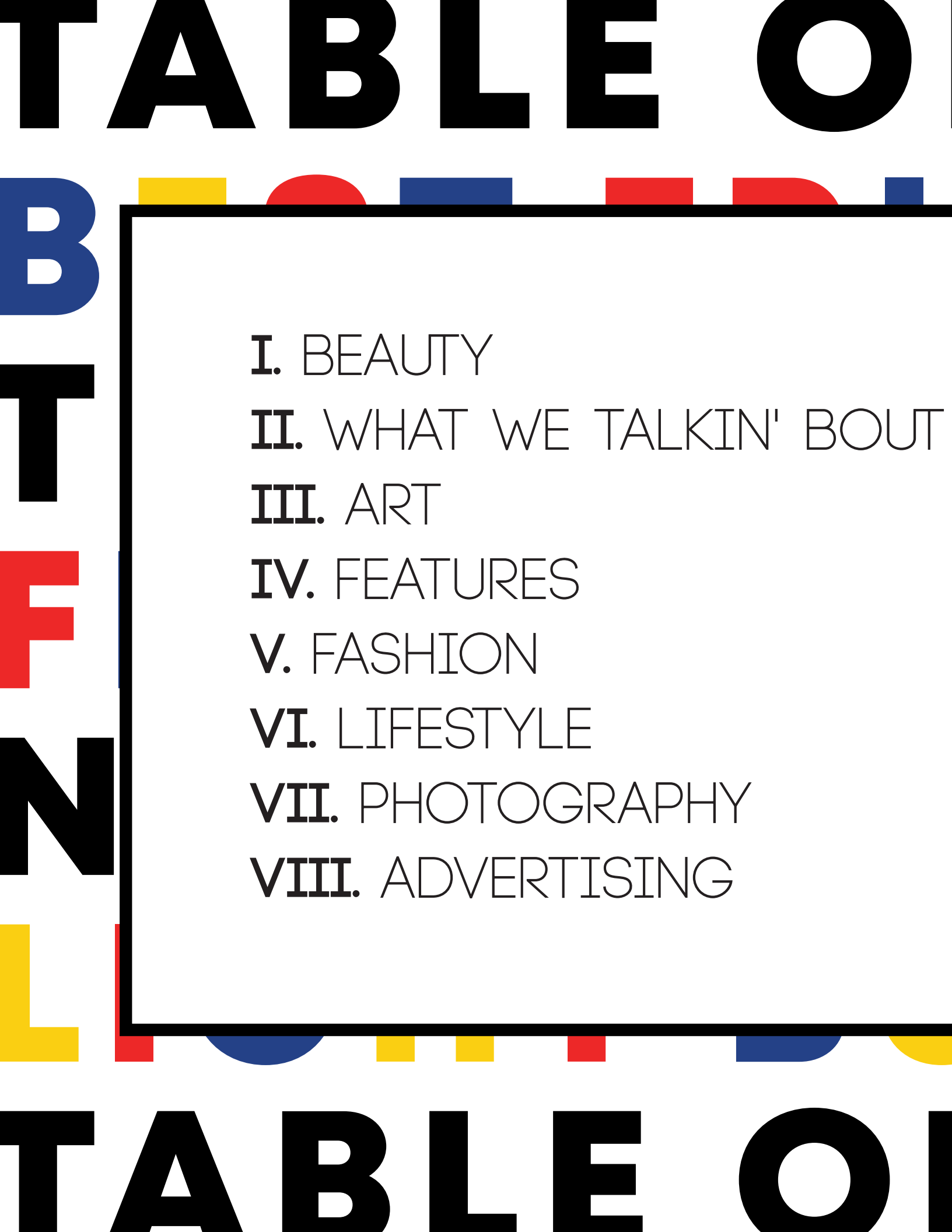
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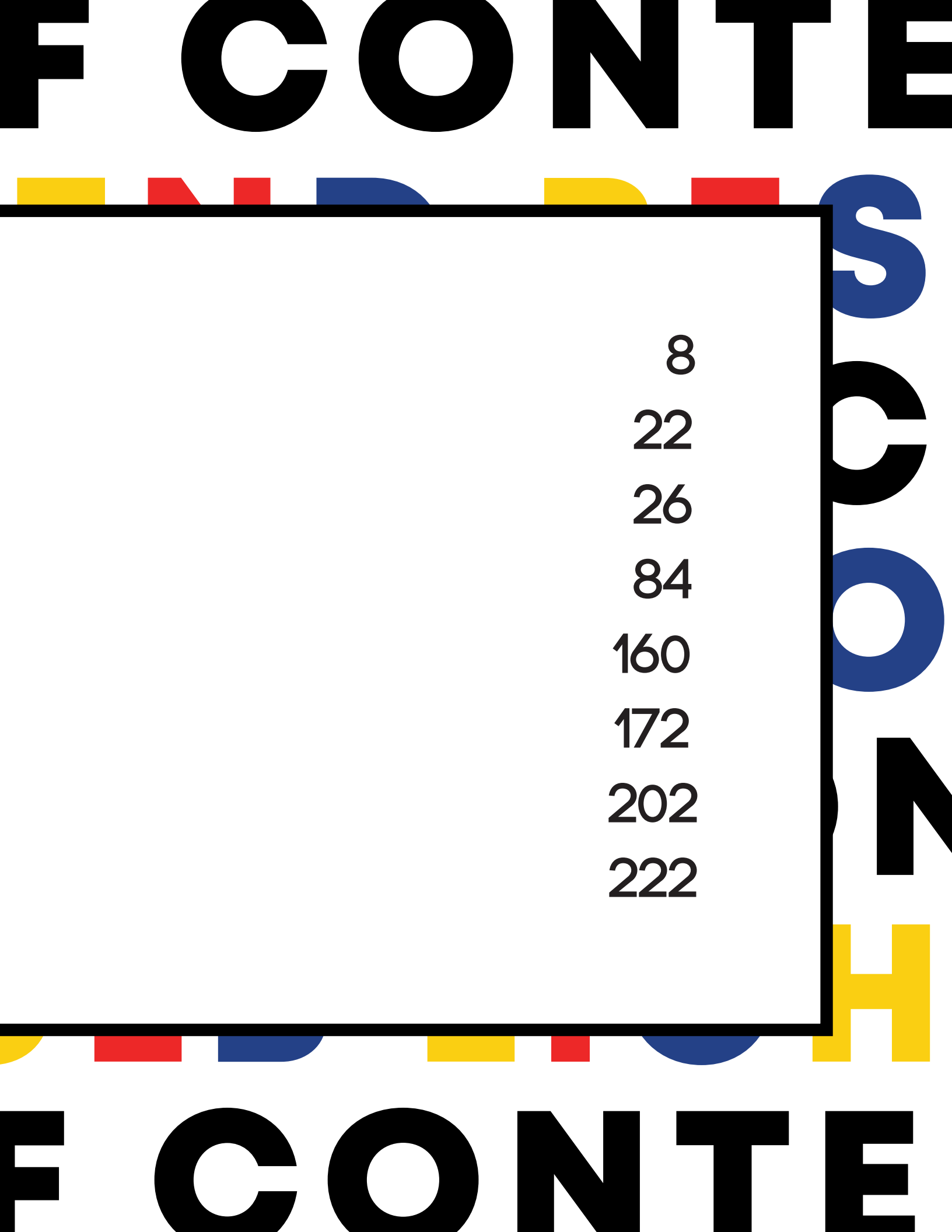
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BEAUTY

NCity Hair Care Tips For Multiple Dye Jobs

By Taylor Medford-Major | @taylor_louisem

NCT's stylists have always given the members incredible, vibrant hair colors. They've covered it all, from neutral browns to icy blue, and everything in between—of course, always rocking it. We've all seen the array of shades that belong to Taeyong and the Neos. But, we've also seen the condition their hair has been left in, and sometimes it's enough to make us scream, "Aigo, kamjagiya!" This is why we've put together some tips and tricks to help your hair color stay bright and the condition soft to the touch.

Revlon's Nutri Color Creme

1

Choose a color and stick to it.

It's obvious to most that constant dying and bleaching of your hair will leave it limp and lifeless. When contemplating changing up your color you should first think about if you want it to be permanent or not, and which color you want to choose. If you're only looking for a temporary change, there are great alternatives to permanently dying your hair, such as hair chalks, hair tints, colored extensions, and wigs. But, if you're dead-set on making the change for real, then the healthiest option is to choose one color and stick to it. Although this may seem boring, this minimizes the need for constant color stripping and lightening, whenever you wish to change color.





If you're thinking of changing your hair color, it's important to think about the long term commitment of that color. Color specialist, Arron Mcdonagh (IG: @arronmcdonagh) from Not Another Salon (IG: @notanothersalon) informs us that the hardest color groups to maintain are reds and coppers, "because the pigments are weak." If you're looking to change your hair to any color that falls into these categories, then you should be aware of the upkeep. Likewise, if you're looking at dyeing your hair any pastel shade, you must be aware that light colors often contain only a little bit of pigment, which means to keep it noticeable, you will also have to constantly maintain that pigment. It's recommended to buy pigmented products, such as Revlon's Nutri Color Creme, to help with the upkeep of color so you don't have to keep dying it.

On the other end of the spectrum are the colors hardest to remove. Arron says, "Blues stain your hair, they're the hardest to remove. You'll always have green left in your hair until it grows out." So, if you're looking for blue or green — like Taeyong's "Long Flight" era color — then you have to be prepared for it to last a long time. The other colors that are hardest to remove are black box dyes because it is the darkest artificial color and when it comes to changing from black box-dyed hair to a lighter color, Arron specifically mentions, "Transitioning slowly from black to copper, then to blonde," to ensure your hair doesn't become too damaged. Once you have reached the desired lightness, you can then think about changing the color to another, if you want bright hair like Mark's infamous shade of pink.

2

Visit a pro!

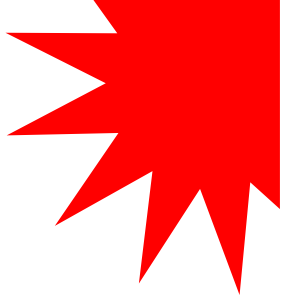
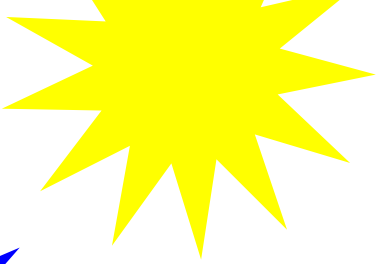
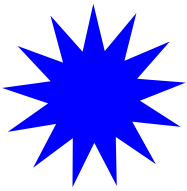
If you haven't colored your hair already, but you're thinking of taking the leap and making the jump to something more vivid, the first tip is to visit a salon! In many places around the world, this tip may be more difficult and for some, the budget just simply doesn't allow it. However, professionals are pros for a reason. If possible, we recommend saving up or finding a good, affordable salon that can give you your desired color in a safe way, using pro-products and pro-methods.

You may be tempted to turn to box dyes but we promise you, the cheap price tag isn't worth it, and here's why: Arron explains how box dyes can leave your hair looking dull and end up damaged. "For one, box dyes are full of ammonia," Arron begins, "even though salon colors contain ammonia, it doesn't contain the same levels as box dyes." Ammonia is used within color to help penetrate the cuticle, which ultimately means, the more used in a product, the more it will degrade the hair's structure—making it weak and shine-less.

More often than not, box dyes can end up looking patchy and uneven. Although initially cheaper, Arron highlights that when rectifying the mistake of box dyes, it is "no longer a straightforward process, but a color correction, which takes more time and costs more money." The cost of color-corrections is far higher than that of the original color process due to the lengthy process involved and could leave your bank account a lot more empty than originally anticipated.

Box dyes contain a lot of ammonia, which makes hair weak and shine-less





3

Tips for washing hair.

For those who have already transformed their locks, or are preparing to, and want to know how to keep the color maintained, these secret-shower tips are for you—the first being washing your hair less frequently. Every time you wash your hair, you're washing your new color out—makes sense right? Not only does washing your hair less frequently mean you're not rinsing away your color, but it also allows the natural oils on your head to be replenished.

Likewise, Arron suggests investing in a professional haircare range. "You wouldn't use just anything on your skin, so why use just anything on your hair? It's the same." Arron points out the importance of good products when looking after your hair, colored or otherwise. Much like box dye vs. professional dyes, haircare is the same, containing higher-grade ingredients. It's also far more cost-efficient as you don't need to use as much! When using a professional haircare range, you should only use a little. "It shouldn't even lather, it only needs to loosen the dirt and excess oil from your hair."

Next, is washing your hair in cold water. Much like the pores in our skin, our hair's cuticles 'open' when exposed to heat. In terms of maintaining color, if you wash your hair in hot water, the color is "more likely to be dragged out." Arron specifies, "Wash your hair in cool water, using a sulfate and paraben-free shampoo."

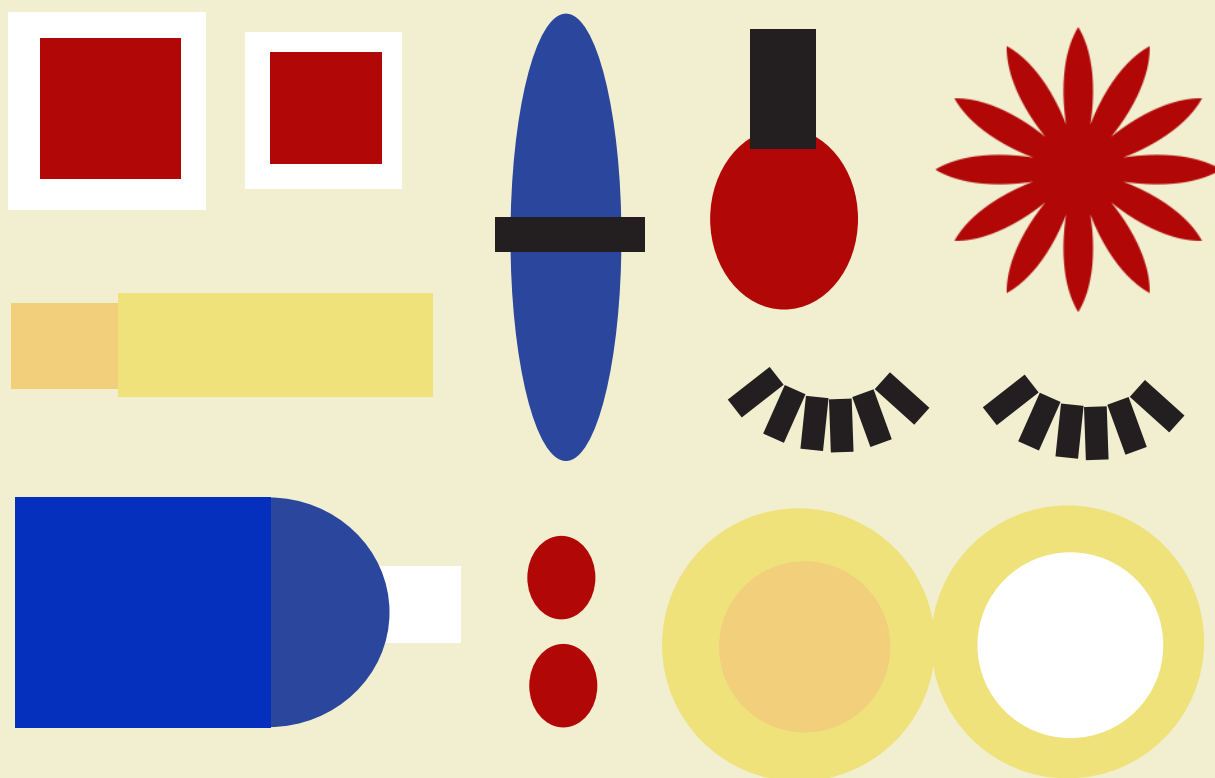


Once you've managed to get these tips mastered, and found what works best for your hair type, your color journey will be much easier! Please share your hair care tips with us by tagging our socials @ncity_mag and using the hashtag #EnVi. We can't wait to see what NCTzens recommend and

MEET THE ENVI BEAUTY TEAM

AALIYA /
TAYLOR LOUISE

ANNIE /
JULIET / ELLIE



(& THEIR FAVORITE PRODUCTS)

Here at Envi, we know how important recommendations are. From skin care, to makeup, hair products and nail designs, it's often helpful to have a first-hand review to make sure NCTzen are getting the best out of all this beauty. That's why we decided to show you who is bringing you these amazing beauty recs: meet the EnVi Beauty team! Get to know the people behind the all beauty talk here at EnVi, plus a few of their current favorite beauty products.



AALIYA
@markleesmama



ABOUT

My interest in all things beauty started at a very young age. I had an obsession with watching my mom do her hair and makeup to go out. So much so that I used to sneakily play in her makeup bag while she was gone. Instead of getting me in trouble, she got me my first “makeup kit”—you know the ones with the flavored tinted Vaseline and chalky pressed eyeshadow powders? Yeah, that one. I made everyone my clients—my cousins, siblings, even my neighborhood friends.

It was no surprise to anyone I carried this interest into high school. I took cosmetology for my last three years and was even granted an award by the school for my dedication to the class and beautiful work. Unfortunately, I did not take cosmetology after high school, and after years of regretting that decision, I’ve decided to finish my cosmetology hours.

Beauty is a big part of my social media presence and something I feel like I can make a career out of. Working with EnVi has definitely brought that spark back. I have such an awesome and supportive team and this is an amazing opportunity. I think EnVi will help me grow as an artist and reach my goal successfully.

BIAS: Mark & Johnny

SKIN TYPE: Combination/Mostly Oily

CURRENT SKINCARE MUST-HAVE:

Dr. Bronner’s Peppermint Pure–Castile Liquid Soap,
Shea Moisture Papaya and Vitamin C Serum,
Shea Moisture Coconut Oil Lotion

I love to use the Dr. Bronner’s because of the burst of energy the peppermint oil gives me on early mornings. When I forget to do a night mask the night before, I wake up with really dry patches of skin on my chin. I like to use a coarse face rag and the peppermint soap to exfoliate that dry skin off—it always leaves a clean minty fresh feel.

After washing my face, I spot correct with the Vitamin C serum, and moisturize with the coconut oil face lotion by Shea Moisture. I’ve always had really dark acne scars and hyperpigmentation, but since introducing these products into my routine they’re pretty much nonexistent.

CURRENT MAKEUP MUST-HAVE:

The Ordinary Serum Foundation,
e.l.f. Cosmetics Poreless Putty Primer,
Covergirl Tru Minerals Banana Powder,
Milani Translucent Powder

Having combo skin these products work hand in hand beautifully. The serum foundation leaves a radiance to the skin and adheres to the poreless putty primer perfectly—and you don’t ever have to worry about the foundation settling into creases and smile lines. I absolutely love a satin base so the two powders by Covergirl and Milani help me achieve that look, leaving me airbrushed and transfer-proof without baking.





TAYLOR LOUISE
@taylor_louisem

ABOUT



I like to sink my teeth into anything creative that allows me to express myself, which is why I enjoy beauty so much. There are so many outlets within beauty that allow me to explore my own representation, from hair color to nail art. As part of the EnVi Beauty Team, I want to investigate what beauty related talent NCTzens have to offer, along with testing, using, and recommending products. I'm also super excited to break down and share our own beauty secrets with you!

BIAS: Mark Lee

SKIN TYPE: Combination (psoriasis)

CURRENT SKINCARE MUST-HAVE:

Clinique Anti-blemish Foaming Cleanser

This foaming cleanser is the first step in my daily skincare routine. I use it both morning and night to ensure I'm receiving all the benefits. It's super soft and velvety, melting away any excess oil and makeup on my skin. It's inclusion of Salicylic Acid helps exfoliate my skin, helping with skin texture and brightness, something my skin would otherwise suffer from. It's completely fragrance free, and includes "anti-irritant" ingredients, which means it doesn't trigger my psoriasis. This product is perfect for all skin types, especially those with acne-prone or sensitive skin.

CURRENT MAKEUP MUST-HAVE:

Clarins Supra Volume Mascara

After years of having lash extensions, my lashes were left short and stubby one I removed them. I once had naturally super-long lashes but alas, after the damage from the lash glue, they were damaged and I was left looking for an amazing mascara to make them look long and full again. This mascara not only does exactly that, but it also nourishes my lashes when and promotes natural growth and volume with its "Volume Boost complex and Cassia flower wax." It's long lasting, but easy to remove when needed, so you don't get a build up of excess.



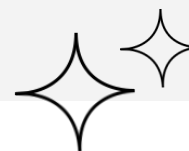
ANNIE
@_whoisannie

ABOUT

As someone raised by artists, I've always been interested in the behind the scenes work for stage and camera. Going into film school, I fell in love with production design and how character and scenery design can be such an important part of bringing a concept to life. For me beauty, fashion and makeup are a brilliant way to express one's identity, plus on a smaller scale is an awesome form of self-care. NCT-zens are the most creative fandom I've seen out there and being surrounded by people like that makes me inspired and motivated to create more.

BIAS: NCT 4 season line

SKIN TYPE: Combination, sensitive



CURRENT SKINCARE MUST-HAVE:

Aché Profuse Nutrel Softening Hydrating Gel

I first got this moisturizer as a prescription when I had a horrible rash around my eyes. But the product is so good for sensitive skin in general, I just kept using it. I'm a big fan of soothing skincare, so this was perfect for me. It's made with ingredients that help soothe, hydrate, and reduce redness of sensitive and irritated skin. Plus, it has Hyaluronic Acid, making your skin extra plump and glowy!

CURRENT MAKEUP MUST-HAVE:

Essence Cosmetics This is Nude lipstick (03-bold) +
Soft Contouring lip liner (08-big proposal)

I have a discoloration around my lips that makes them look smaller than they are. This nude liner and lipstick combo helps me accentuate the natural shape of my lips while still looking natural, with a pinkish nude shade that matches my skin tone perfectly. Honestly, I barely even wear any other lipstick in my normal basic routine because this combo is perfect! I also like to wear the lip liner alone with some lip gloss or oil, it does the trick pretty nicely.

ABOUT

I'm a creative soul that was raised by the Internet. By day, I'm a content producer/social media manager, but by night (or on the weekends when I'm not drained), I'm a makeup artist who works on models for photoshoots and occasionally styles them too. I also do makeup looks on my monolid eyes inspired by anything and everything, but especially NCT. You might have seen my looks in the first issue of EnVi!

I trained for three years under a professional makeup artist as a part of my extracurricular activities after school. After my first year, I became the VP of my school's makeup artist club, specializing in special effects makeup artistry. I've worked on theater productions, student films, and photoshoots.

I joined EnVi to continue creating multimedia content, and I am so excited to see where this magazine will go.

BIAS: Haechan, Johnny, Ten

SKIN TYPE: Normal/Oily



JULIET
@blushingfullsun

CURRENT SKINCARE MUST-HAVE:

SON&PARK Beauty Water

I cannot say enough good things about this toner. It contains papaya extract, which mildly exfoliates and actually gives you smoother skin. It also contains witch hazel to calm and soothe your skin. Additionally, the pH 4.5 toner contains lavender water, rose water, and orange fruit extract that subtly hydrates your skin so that it's adequately prepped for other skincare steps.

The Beauty Water can be used in the morning before makeup application, midday as a refresher, and at night as a cleanser to clear out remaining impurities, and it's suitable for all skin types. Beauty Water has a pH of 4.5, effectively resetting the skin's natural pH after cleansing.

CURRENT MAKEUP MUST-HAVE:

Pat McGrath Labs Mthsrship Mega:
Celestial Divinity

This is definitely a splurge, but DAMN! The palette is now a staple in my makeup kit and I love using it on myself as well. The mattes blend like a dream (none of that skipping!), but the shimmers and metallics are the real star of the show. Whether it's using a finger or a brush, the shimmers and metallics are super pigmented and give your eye an almost wet look. Truly stunning.





ELLIE
@filthydinosaurs

ABOUT

I am a creative who has been creating art since I could pick up a pencil. Ever since I was young, I loved drawing, dressing up, and doing makeup. To me, art is my outlet to express my feelings but also my hopes and dreams. I started my creative career by going to fine art focused schools in my teenage years. From there, I was able to blossom into someone who dives into several facets of art.

You can always find me doing makeup looks, crafting different cosplay builds, or drawing some of my favorite K-pop Idols. Because of how passionate I am, I wanted to turn these hobbies into a career path. Whether it be using my knowledge about makeup that has allowed me to work at NYFW, or an understanding of art which has allowed me to create posters for live performances.

This creativity has led me to EnVi. Here, I have been able to shine and show my talents to an audience I never thought would see my work.

BIAS: Taeyong
SKIN TYPE: Normal/Oily



CURRENT SKINCARE MUST-HAVE:

The Ordinary Hyaluronic Acid

As someone with acne, I need products to take care of my skin and was looking for something that could really help combat all the problems. I came across this hyaluronic acid serum from The Ordinary and it has been doing wonders for my skin. Ever since I have been using it (for me at least), I've noticed that my skin is not as oily as before. My T-zone is especially seeing positive changes.

CURRENT MAKEUP MUST-HAVE:

Urban Decay Heavy Metal Glitter Gel

If you love glitter like me, this product is for you. I have been looking for a product that has large glitter particles to really help my eyes shine when I wear makeup. Before the pandemic hit, I always used to try the Urban Decay Heavy Metal glitter gel on my eyes. I was obsessed with it. The best part is that just a little bit of product can take you a very long way. It is so beautiful and shiny, while also being long wear and durable. It has become one of my makeup essentials!

FOCUSING ON MAKEUP WITHIN A K-POP PRODUCTION

- NCT 127'S "CHAIN"

By Annie Bourbonnais and Taylor Medford-Major | @_whoisannie and @taylor_louisem

We know makeup doesn't go unnoticed when it comes to K-pop, but it does sometimes get overlooked when talking about the entirety of production. Make-up, much like the costume and the staging of a set, plays a very important part in creating a cohesive piece of performance. Although it may seem over-analytical — more often than not — there is an entire concept hidden behind the choice of an eyeshadow shade, blush, or even the lift of a lash. To help break down the importance of makeup in production, we've decided to use NCT 127's "Chain" music video as an example.

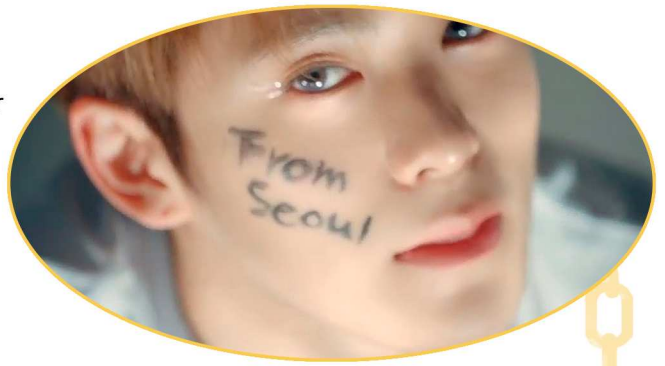


Let's start with the title and how the music video focuses on drawing inspiration from related props and settings. On a literal level, the production has followed the basis of the industrial uses of chains, setting many shots in what looks like a workshop. The lyrics speak of "breaking down walls", creating a bold and powerful setting for the looks to be based on, much like the power suits that the members wear when working with the tools. Although not all shots follow this setting, it's a good beginning for commenting on a strong concept.

The colors most prominent within these shots (being metallic reds, golds, and coppers, found in the power tools) are mimicked in the shadows used for each member. These tonal couples found within the set and makeup keep the production from feeling disjointed, and from a design perspective, hold the production together. The shades are reflective of both the song's title and the given factory-style concept.



In general, the makeup for most of the dimly-lit shots is darker around the eyes, with a smoky liner and a metallic finish, matching not only the set and lighting but also the black costumes. However, there are small additions to member's makeup for varying shots, that sit outside of the large workshop backdrop. When the setting changes to both the silver-lined walls and to the LED screen, the member's makeup changes alongside it. NCTzens may notice Jaehyun's subtle glitter liner, which adds a softer, more magical touch to the almost-grungy makeup — relating closely to the lyrics, "Make a wish, get me started it." The silver-white sparkle lifting the makeup to match the set and costume change, Jaehyun now wearing a white sleeveless tee and rolled jeans — much more playful compared to the harsh black and layered outfits he wears earlier. Similarly, leader Taeyong sports flat sequins under his eyes, again lifting his deep, metallic, copper eyeshadow and helping the look to match the cooler lighting of the new settings.



Another honorable mention, for a member with extra sparkle, is Yuta and his gorgeous red glitter brow. Making only small appearances, the darker glitter, compared to that of Jaehyun and Taeyong's lighter twinkles, matches Yuta's outfit change to a black tank top. This is a great example of how the makeup used changes with both the set and costume. Although following the addition used for the shot changes, it still holds to the dark colors of his top. Similarly, NCTzens may notice Mark's red shadow, which is found within the same look as his 'to Tokyo' makeup. Compared to other members within this setting and its corresponding outfits, Mark's red shadow is much deeper than that of the others. The choice may have been made to use a deeper red tone following his black tank top, and chunky, banded accessories.



Possibly the most noticeable makeup choice of the entire music video, are the words written on each member's body. Most NCTzen would relate the music video's makeup to these given words — "from Seoul to Tokyo."

Visually speaking, these words continue the proposed industrial concept, as they have been made to look "sooty", "oily" or "dirty", using smudge tails and dark lettering. However, it is when you further inspect the choice of wording that the makeup becomes more interesting. The lyrics mention "chain reaction", with a chain being made of multiple individual links that hold each other together. The most direct interpretation is that "from Seoul to Tokyo" is one of the effects of 127. Starting from Seoul to the world, as their name indicates, spreading through different cities like a chain reaction. It possibly can be hinting towards the idea that all the members — from all over the world — hold the group together, creating a global team, much like the links in a chain.

FROM SEOUL

TO

TOKYO

**WHAT WE
TALKIN'
BOUT**

WHAT WE TALKIN' BOUT THE UGLY TRUTH: K-BEAUTY AND BLACK WOMEN

BY DAVONNA GILPIN |
@DAVONNADARLING

Recently, I bought my first Korean beauty products when I was in desperate need of new skincare items to help treat my very sensitive skin. After asking around for recommendations I was repeatedly guided to a popular K-Beauty website that curates and sells popular products and brands.

After some initial hesitancy, I took a look around and found a brand that would be perfect for my skin type and solved all my concerns. Super excited, I purchased several products before doing a deeper dive into the brand, their values, or their social media. Once I checked out their “global” Instagram account, I was confused to see that there weren't any Black models or influencers on their page. Other races and ethnicities were prominently featured throughout the brand's feed. The lack of Black women was jarring to see for a company that considers themselves global, especially on the heels of the events during summer 2020 with the ressurangence of the Black Lives Matter Movement, but not surprising.

The relationship between Black people and Korean beauty is very complicated. Although initially made and marketed towards Koreans and their diaspora, the K-beauty industry has taken off worldwide within the last decade.

In response, brands have widened their reach to reflect a more global audience, and by global they meant pale. From BB Creams to face washes, the products were advertised to benefit paler skinned people only. Products were labeled as “whitening” and were widely rumored to contain bleach and other skin lightening agents.

Because of that, Black people chose to stay clear of Korean beauty products to avoid even unintentionally lightening or causing damage to our skin. As these rumors were dispelled for certain products, more and more Black beauty and skincare fanatics began to feel comfortable with integrating Korean brands into their everyday beauty routine. It became apparent that Black women across the globe spend an exorbitant amount on beauty and maintenance, which meant being inclusive and appealing to darker skin tones would be beneficial to the brands and companies involved.

Though that realization happened about half a decade ago, the majority of Korean beauty brands—especially the ones that pride themselves in being global and ‘for all’—do not have Black models advertising their products. Black women, especially those of darker skin complexions, are not seen on the websites or social media pages.



Black “skinfluencers”—a popular term coined in 2017 to describe social media influencers who specialize in skincare and beauty—have long demanded equal representation within the K-Beauty space. Even those with hundreds of thousands of followers, who have credited collaborations with other brands, are looked over by a majority of the Korean beauty companies out there.

This is not a problem exclusive to the K-Beauty industry, it took decades before top global brands were inclusive and diverse. In 2017, Fenty Beauty made international headlines for being the first brand to have 50 shades of foundation. Since then the company has been valued at 3 billion dollars, which many contribute to their inclusiveness. Other well known brands only caught on after much backlash and protests, and even now, they still don’t get it quite right.

“Within the past four or five years there has been a shift in the global beauty industry. I’m happy to see more diversity in genders, sexuality, race and skin tone, but there’s still such a long way to go,” said a popular beauty influencer with over 5,000 Instagram followers who wished to remain anonymous. “We have to undo hundreds of years of discrimination and stigma.”

Even in the rare cases where Black influencers are tapped to partner with a Korean beauty brand, they find they are not paid equally as white their counterparts with the same or similar contracts.

Popular brands also appear to prefer white women who artificially tan their skin to appear racially ambiguous compared to Black women as promoters of their products.

To combat these practices, Black skincare lovers have taken steps to ensure they are included. They have actively called out brands to hold them accountable and even enlisted the help of white allies to be transparent about their deals and compensation.

“We have to break the systems down and rebuild them in order to see change. We start that process by telling the ugly truth about the beauty industry,” commented the aforementioned influencer.

Others are taking a more direct approach, like Charlo Greene, better known as KoKo, founder of KoKo Rose Beauty, “the world’s first Black K-beauty company.” A brand that is aimed at melanated men and women, but still uses the science and formulas behind Korean beauty.

While the approach may differ, the sentiment is the same. It is undeniable Korean beauty is a powerhouse, but along with the beauty industry at large, they are running behind in the journey towards total inclusion. Brands should no longer be able to market themselves as global without accurately reflecting the global population.



ART

MEET OUR WINTER 2021 COVER ARTIST

@daehwisdays

Location:

United Kingdom

Pronouns:

Any pronouns

Bias:

Haechan, Ten, and Jungwoo

NCTzen/WayZenNi since:

I listened to NCT casually from debut until 2017 when the 'We Young' era pulled me into NCity for good!

Art Style:

I mostly just create digital art these days.

NCT/WayV Inspiration in Art:

The colors in NCT/WayV videos are always stunning. I always get inspired to try out different color combos and use more bright neon colors in my drawings.

Reaction when asked to draw the cover

Happy, especially when I found out I'd be drawing Hyuck and Taeil!

Inspiration behind the cover:

I think we can all agree Hyuckil hugs are the superior hugs, so I knew I definitely wanted to draw one. I drew them in their "From Home" outfits because I feel like the song is as comforting as their friendship

Main goal behind the cover art:

Hyuckil's friendship is so soft, warm, and energizing, and it's such a joy to watch them interact with each other, so I wanted to express that in the drawing.

Rewarding part about creating the cover:

A great excuse to draw my favorite boys! But also being part of such a cool project that is entirely fan-run is really awesome.

Any advice for up and coming artists?

Draw whatever you want and go at your own pace!



MEET OUR WINTER 2021 COVER ARTIST

@aerinah.art

Location:

Adelaide, Australia

Art Style:

I mostly draw portraits and mix traditional art with digital. I draw with pencil but color my pieces

Pronouns:

She/Her

Bias:

Mark, WinWin, and Lucas

NCTzen/Weishennie since:

I've known NCT since "The 7th Sense," but didn't join the fandom until "Boss" and the NCT 2018 era.

NCT/Wayv inspiration in Art:

I've always loved how they explore different concepts and how they're such a versatile group that often provides me with inspiration to draw. Because their music is so important to me, drawing them is a way I can show my appreciation for them and how their music has helped me.

Reaction when asked to draw the cover:

I was super excited but a little nervous since I've never drawn a cover for something before, but I trusted that I was in good hands!

Inspiration behind the cover:

I have always loved looking into the meaning and symbolism behind flowers and since the theme for this cover was friendship, I drew Alstroemeria flowers as they symbolize friendship, love, devotion, and mutual support. I also added pear blossoms as they symbolize lasting and enduring friendship.

Main goal behind cover art:

I wanted to capture Ten and Johnny's stylish aura in my portraits, while also incorporating the theme of friendship with the flowers I chose to draw.

Advice for up and coming artists:

Draw as much as possible and don't limit yourself with what you draw. If anything captures your attention to the point that you want to draw it, then draw it! Even if it's not something you think you would normally draw, or you think it might be too hard, just give it a try anyway and don't stress if it doesn't come out perfect. Every artist has work that doesn't come out right, we just don't always show it. The more you draw things that challenge you, the more you'll learn and discover about drawing.

Most rewarding part about creating the cover:

Being able to put my efforts into a project I know other NCTzens and Wayzennies have worked hard on and knowing it will be appreciated by others in



MEET OUR WINTER 2021 COVER ARTIST

@theleslieart

Location:

California, USA

Pronouns:

She/Her

Bias:

Lucas

NCTzen/Weishennie since:

I watched "Jopping" once for Kai and Baekhyun, but Lucas caught my eye. The entire time I was like "who is this fine fine man?" and boom, a YouTube search later and I was hooked. He really dragged me into NCity.

Art Style:

I draw mostly in Semi Realism.

NCT/Wayv inspiration in Art:

I've grown to love drawing them and I look forward to comebacks for new references and art inspiration.

Reaction when asked to draw the cover:

I was surprised to be considered for a project like this. I was nervous because I'm fading out of K-pop and don't dedicate as much time as I used to for my fanarts, but I figured I'd give this project a go!

Inspiration behind the cover:

I tried to stick to the 'back to back' pose for Taeyong and Doyoung, as well as keep the greyscale with pops of color theme as much as possible. It sounds super specific, but it was actually nice to stick to some guidelines.

Main goal behind cover art:

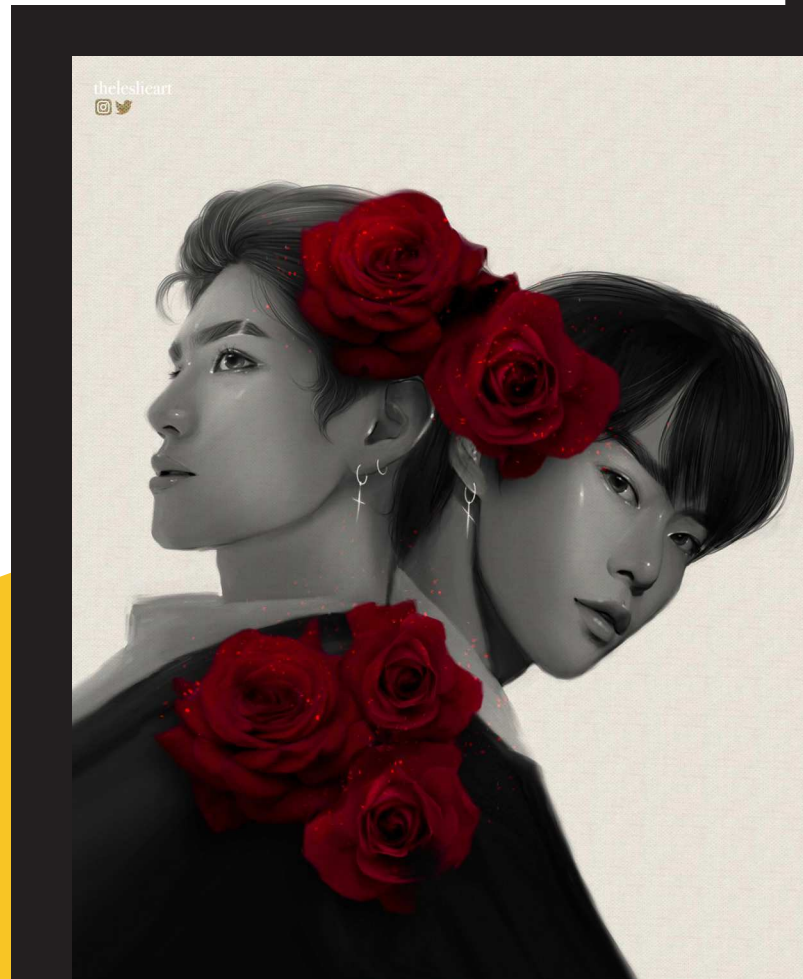
I honestly wanted to create something the audience would enjoy looking at.

Most rewarding part about creating the cover:

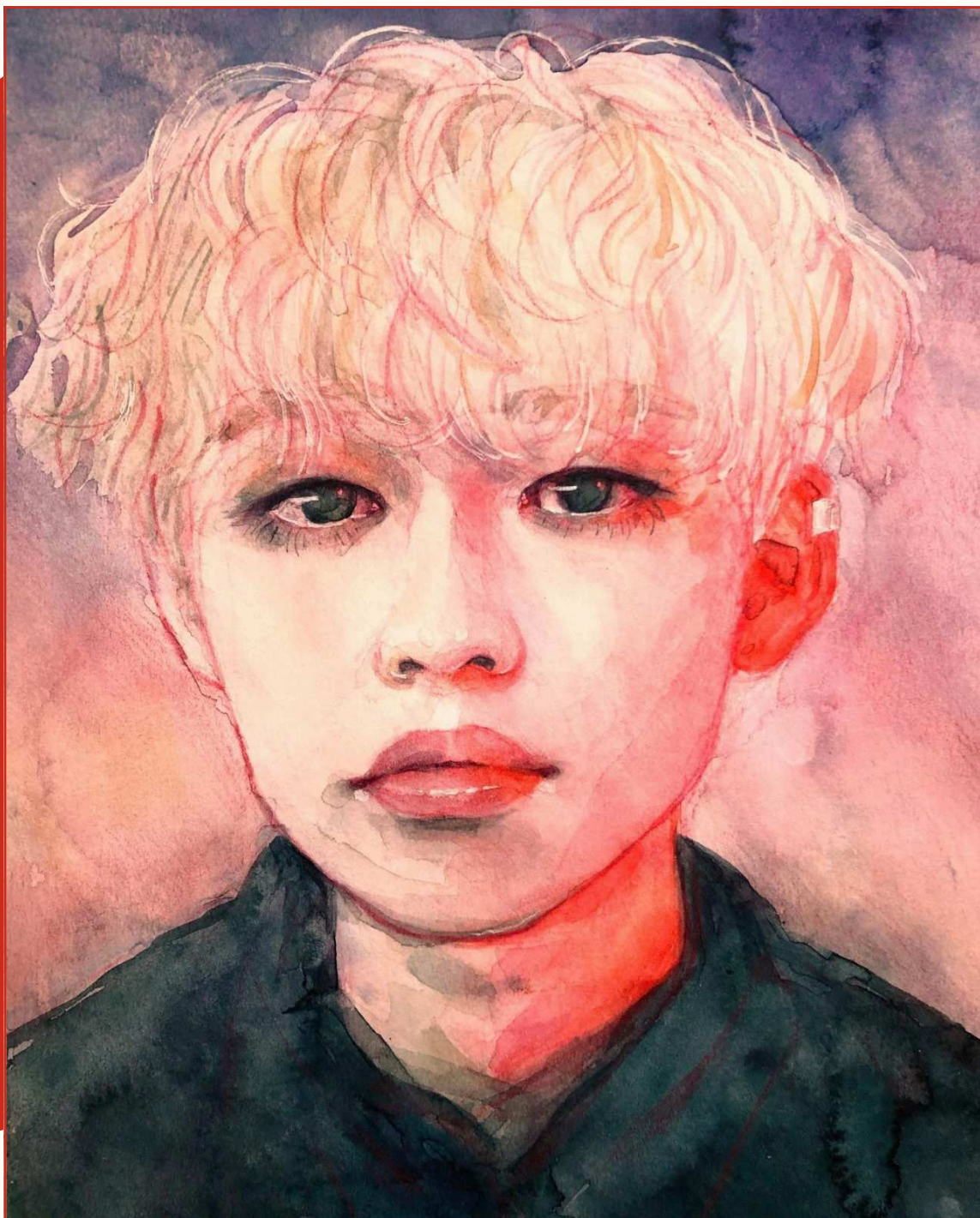
The best part of any fanart is always the reveal to the public and seeing their opinions on it. It's always rewarding to be part of a project and I hope my art is a good addition to this amazing project.

Advice for up and coming artists:

Don't pressure yourself to create if you're not feeling it, your time will come, and you'll be surprised by how much comes out of you at the right time.



CHENLE



@MISSINGYOONGIHOURS

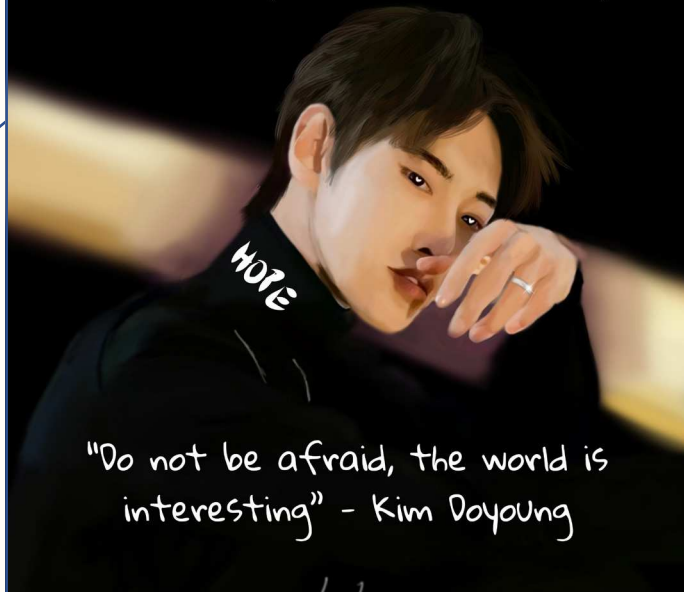


ZHONG CHEN LE
2000 11 22

DOYOUNG

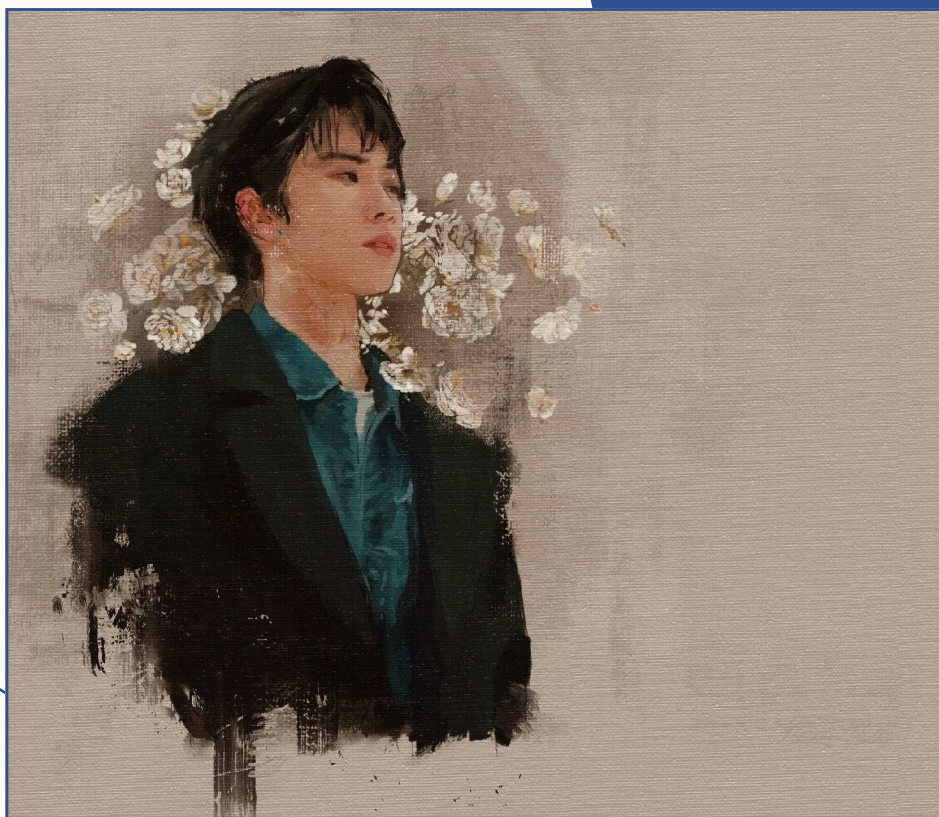


It's okay to be not okay



"Do not be afraid, the world is interesting" - Kim Doyoung

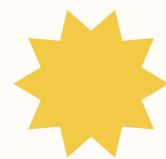
@STABBYDUCKY



@EVILHYA

KIM DONG YOUNG
1996 02 01





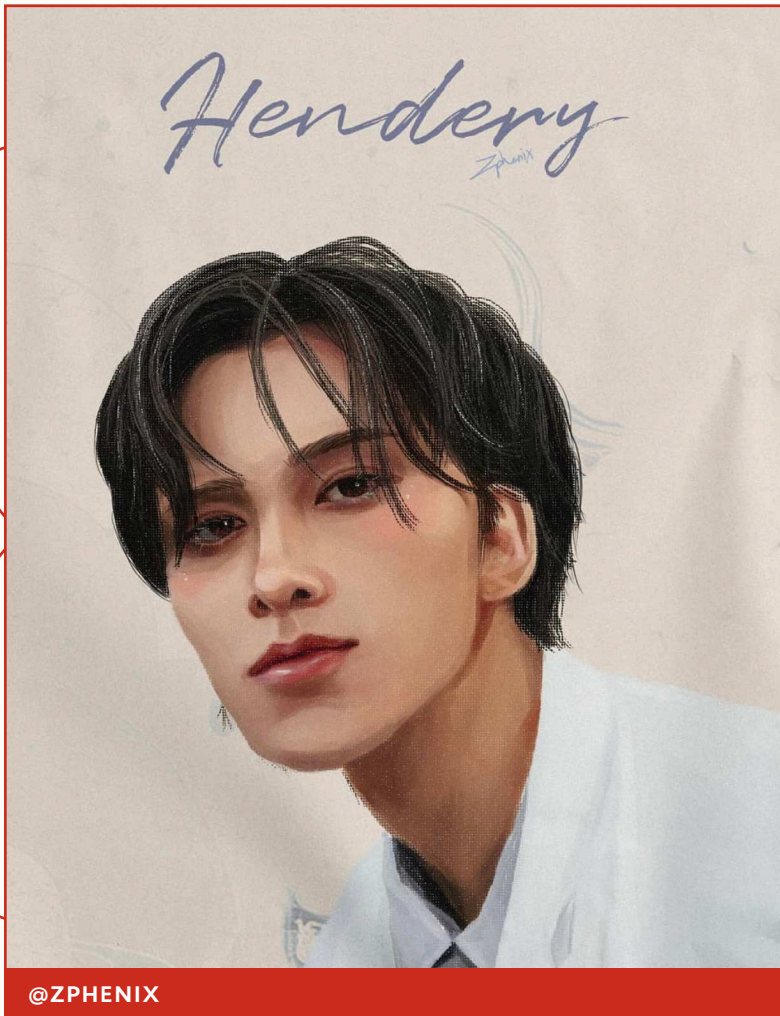
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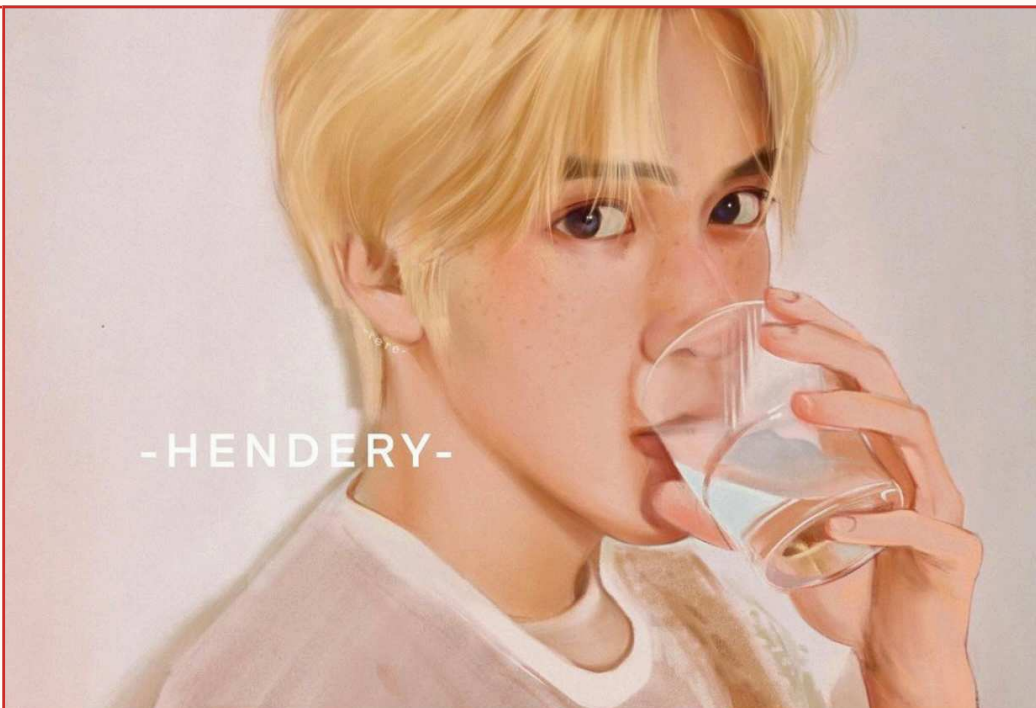


@AZUL.AZURE

LEE DONG HYUCK
2000 06 06

HENDERY





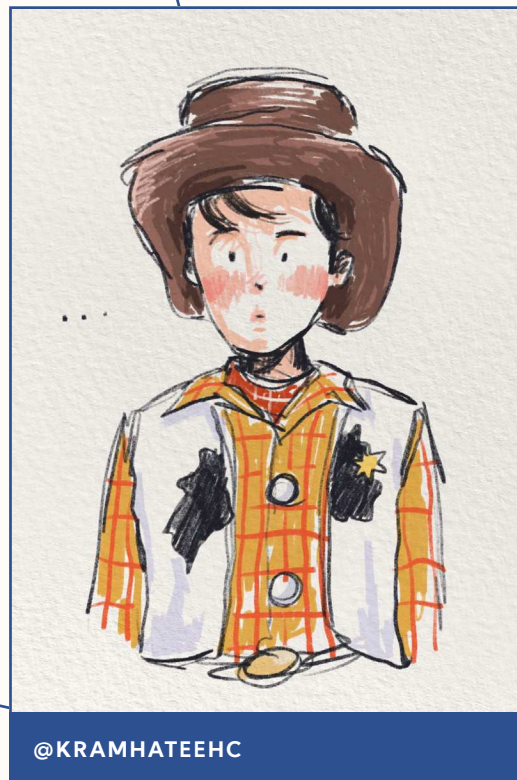
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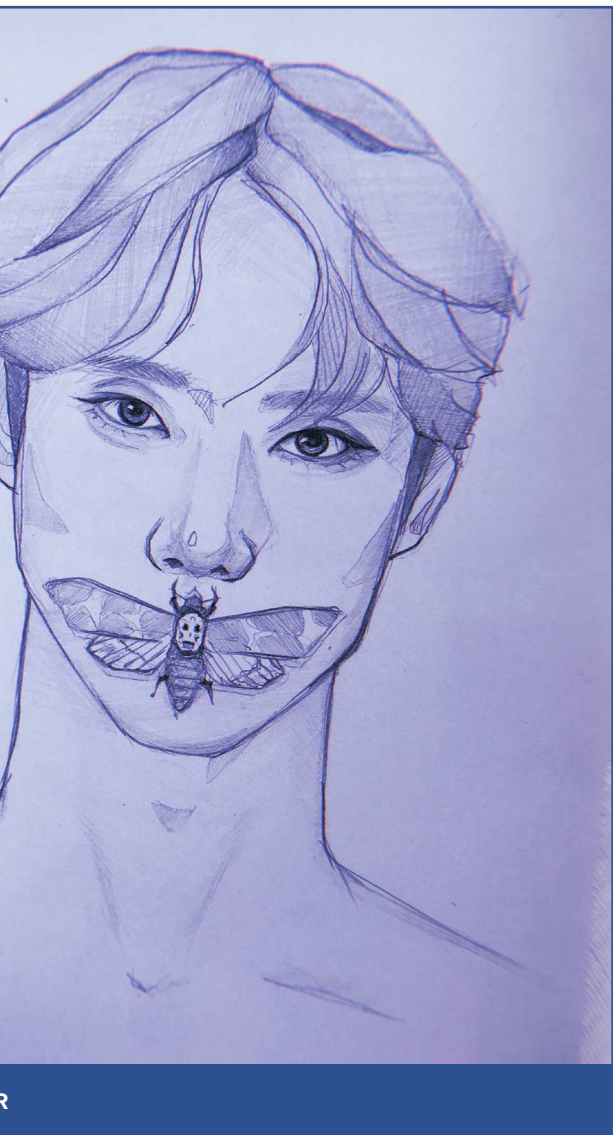


@REAL__EMILYR

WONG KUN HANG
1999 09 28

JAEHYUN

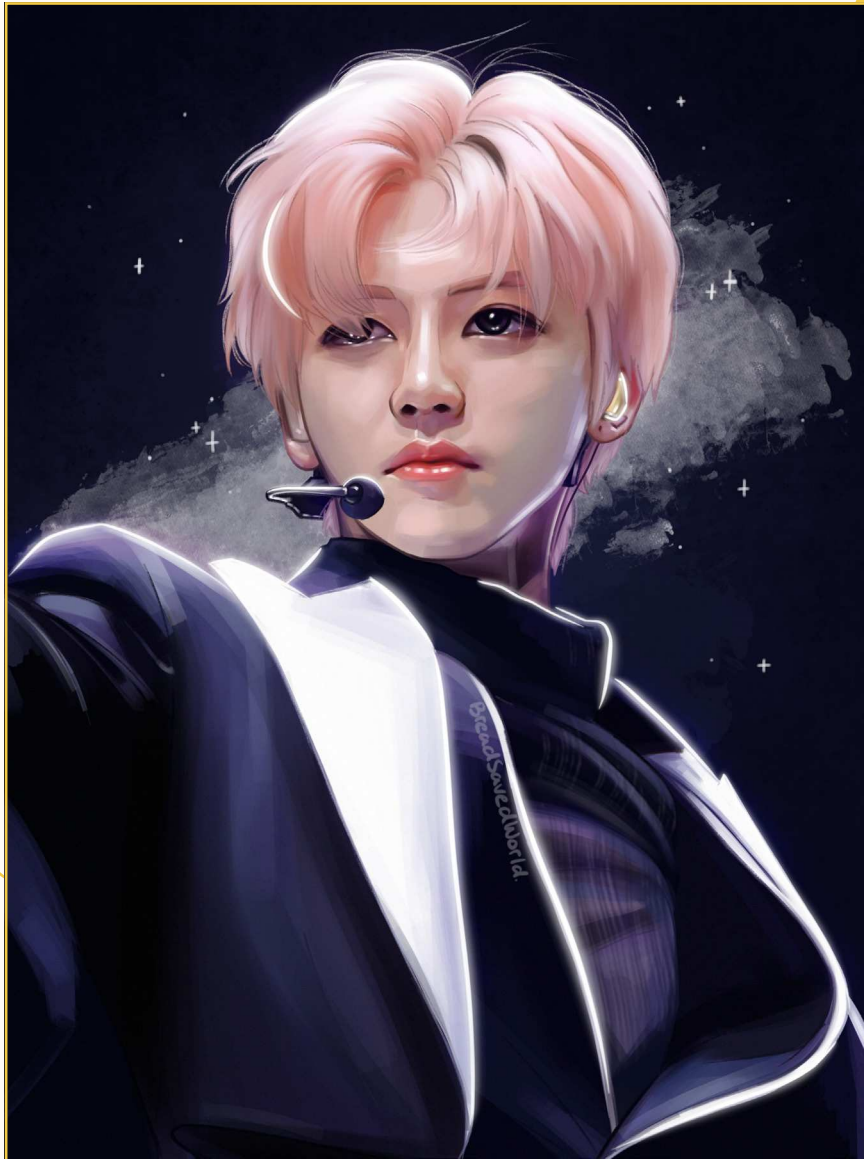




@JIMINSCOKIEJAR

JUNG YOON OH
1997 02 14

JAEMIN



@BREADSAVEDWORLD



@LIE173



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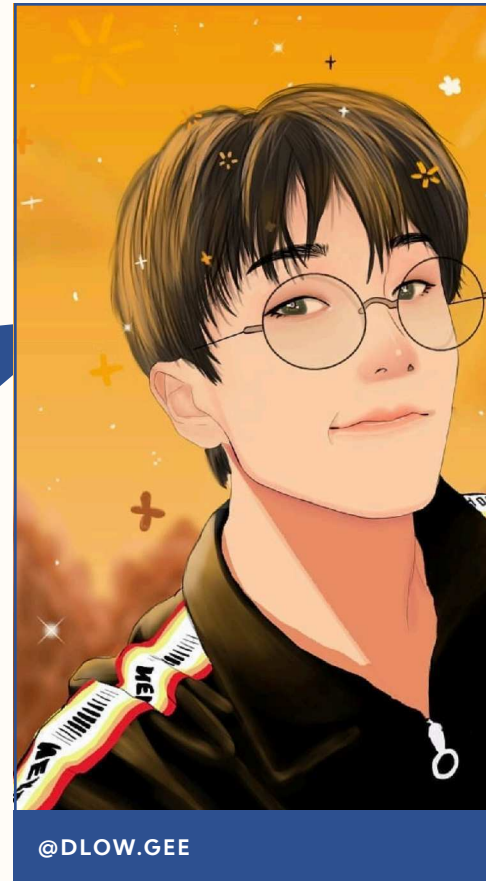
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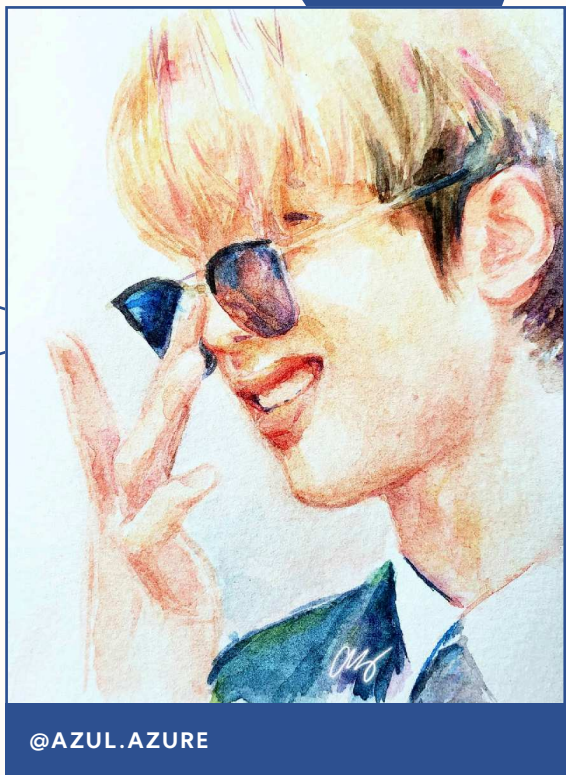


@DLOW.GEE

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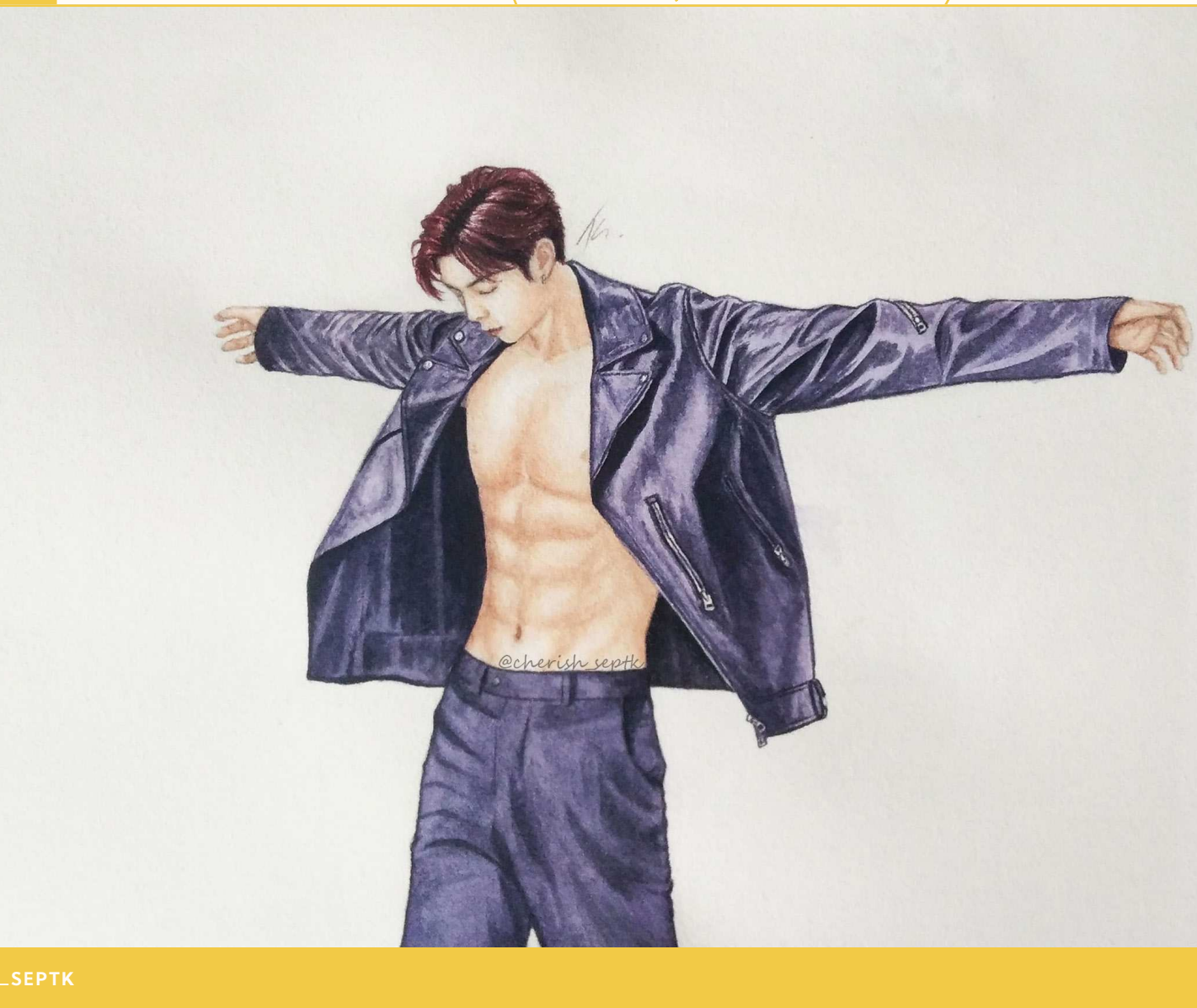
PARK JI SUNG
2002 02 05

JOHNNY



@CHERISH_SEPTK

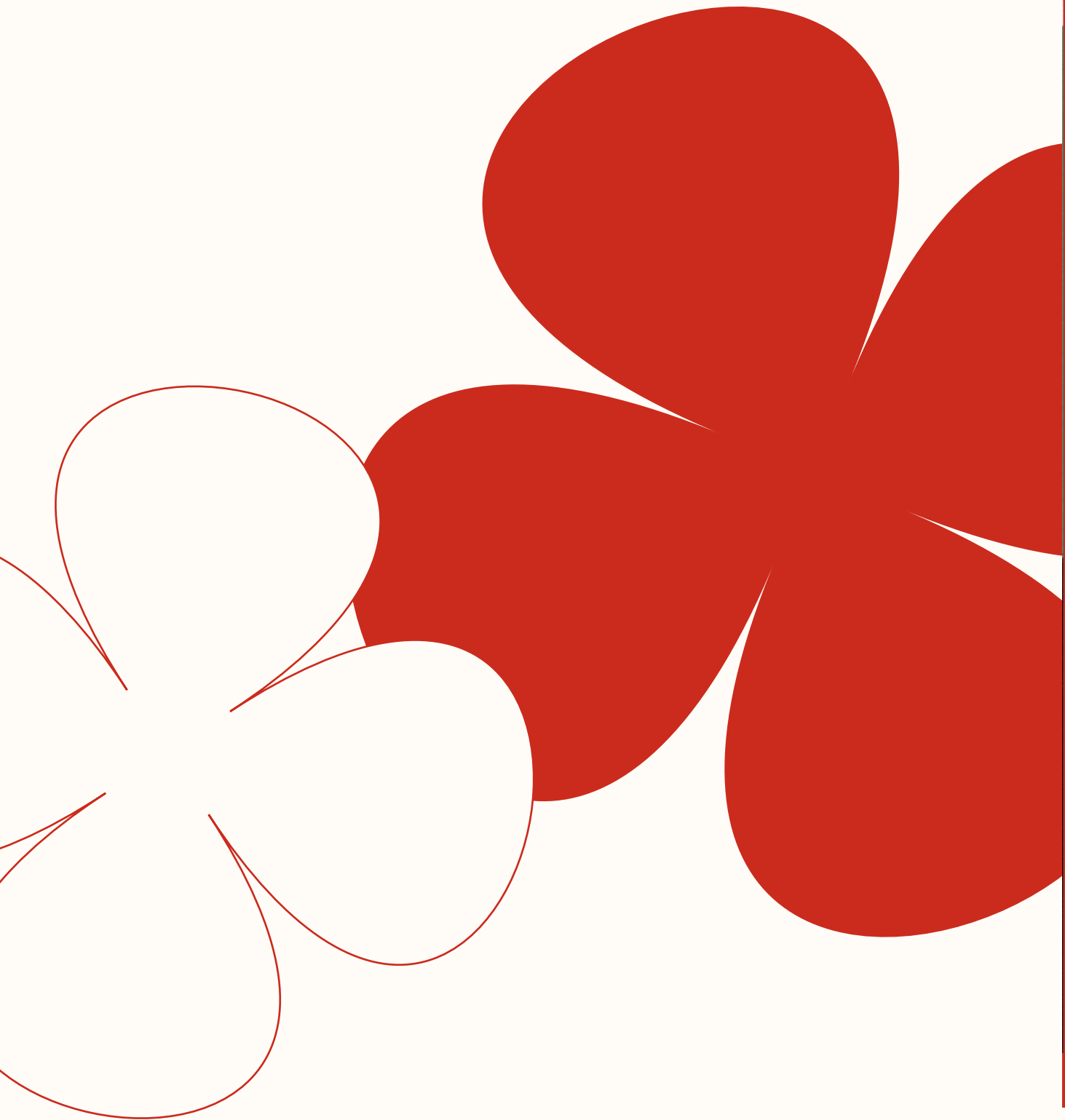
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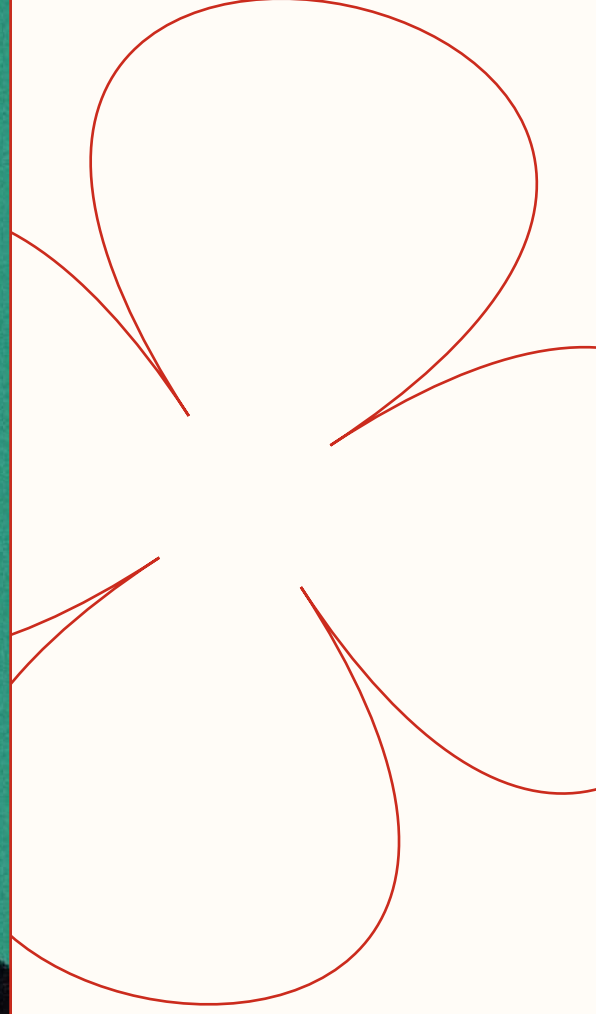
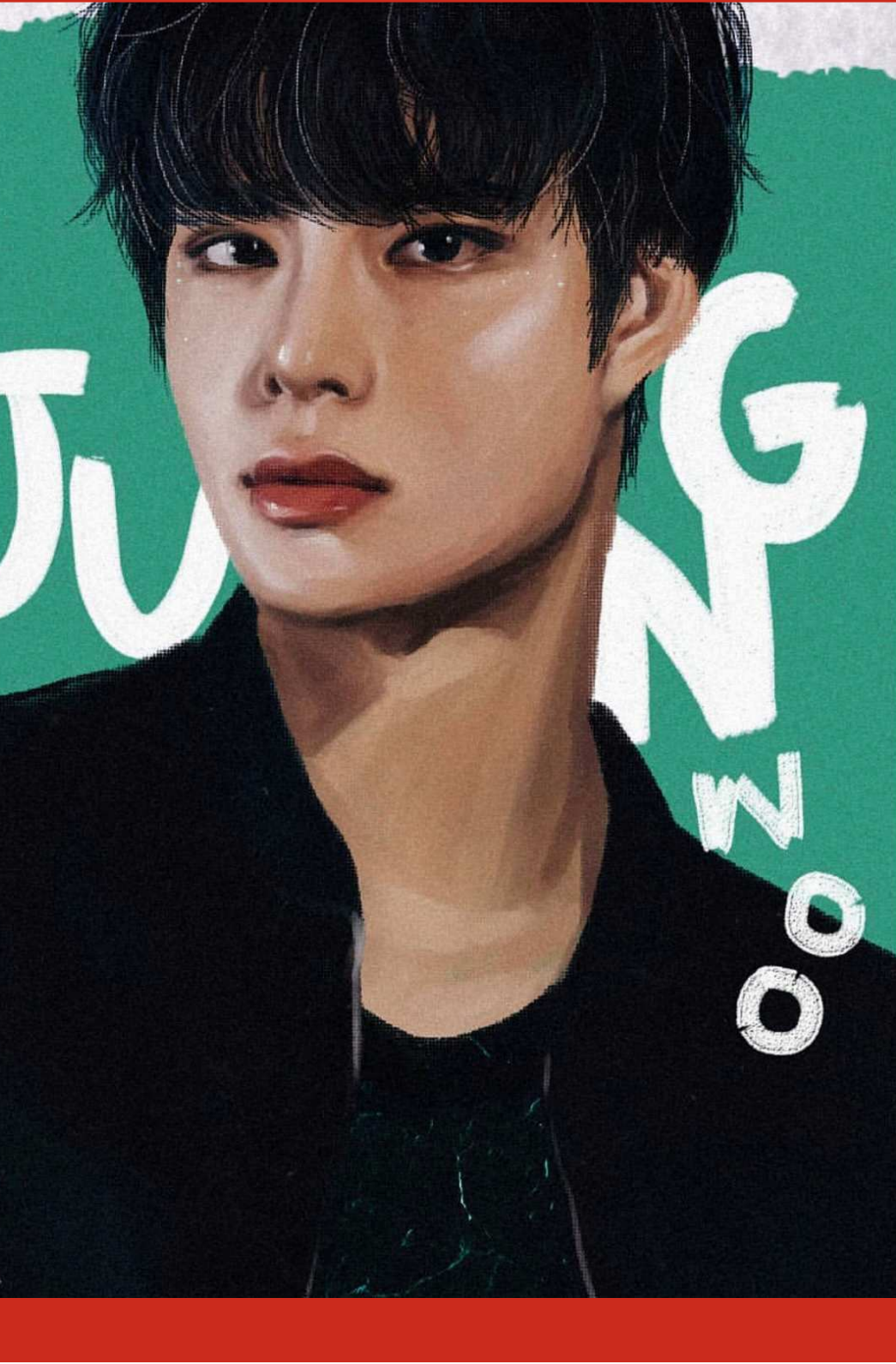
_SEPTK

SEO YOUNG HO
1995 02 09

JUNGWOO



@ZPHENIX



KIM JUNG WOO
1998 02 19

KUN





@SEE_THEVISION | @RIAHSVISION

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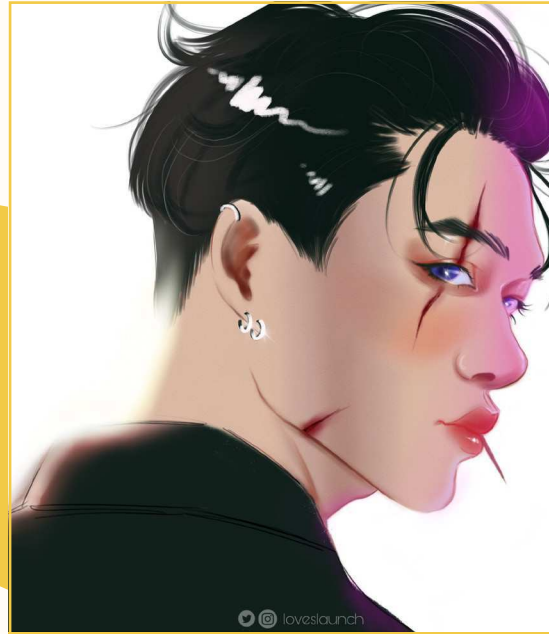
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QIAN
1996

LUCAS



@EVILHYA



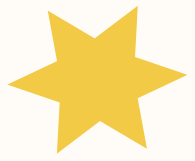
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@HANEULART96

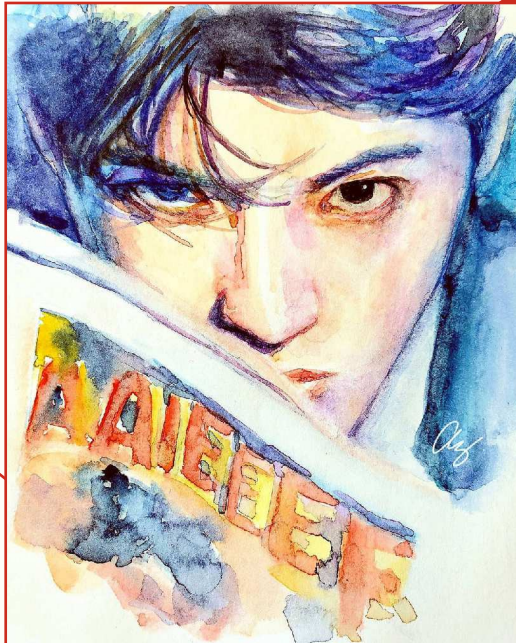


@EVILHYA



WONG YUK HEI
1999 01 25

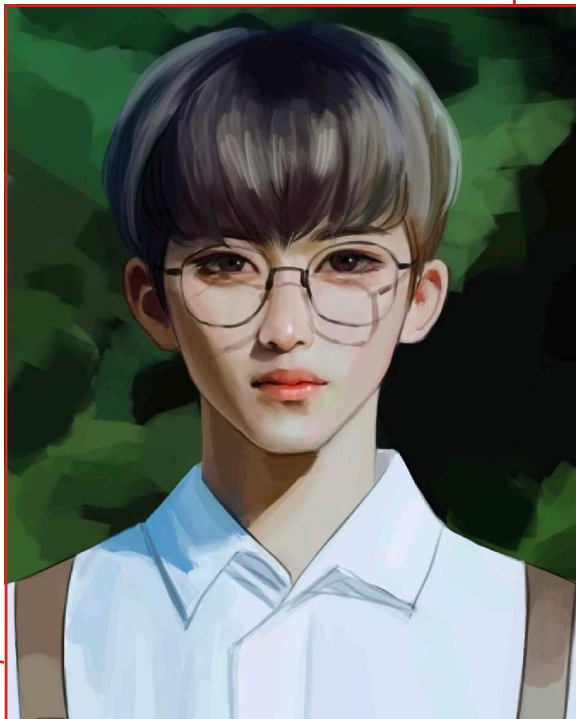
MARK



@AZUL.AZURE



@KRAMHATEEHC



@TISIIO31



@KRAMHATEEHC



@AROUNDMEDRAW



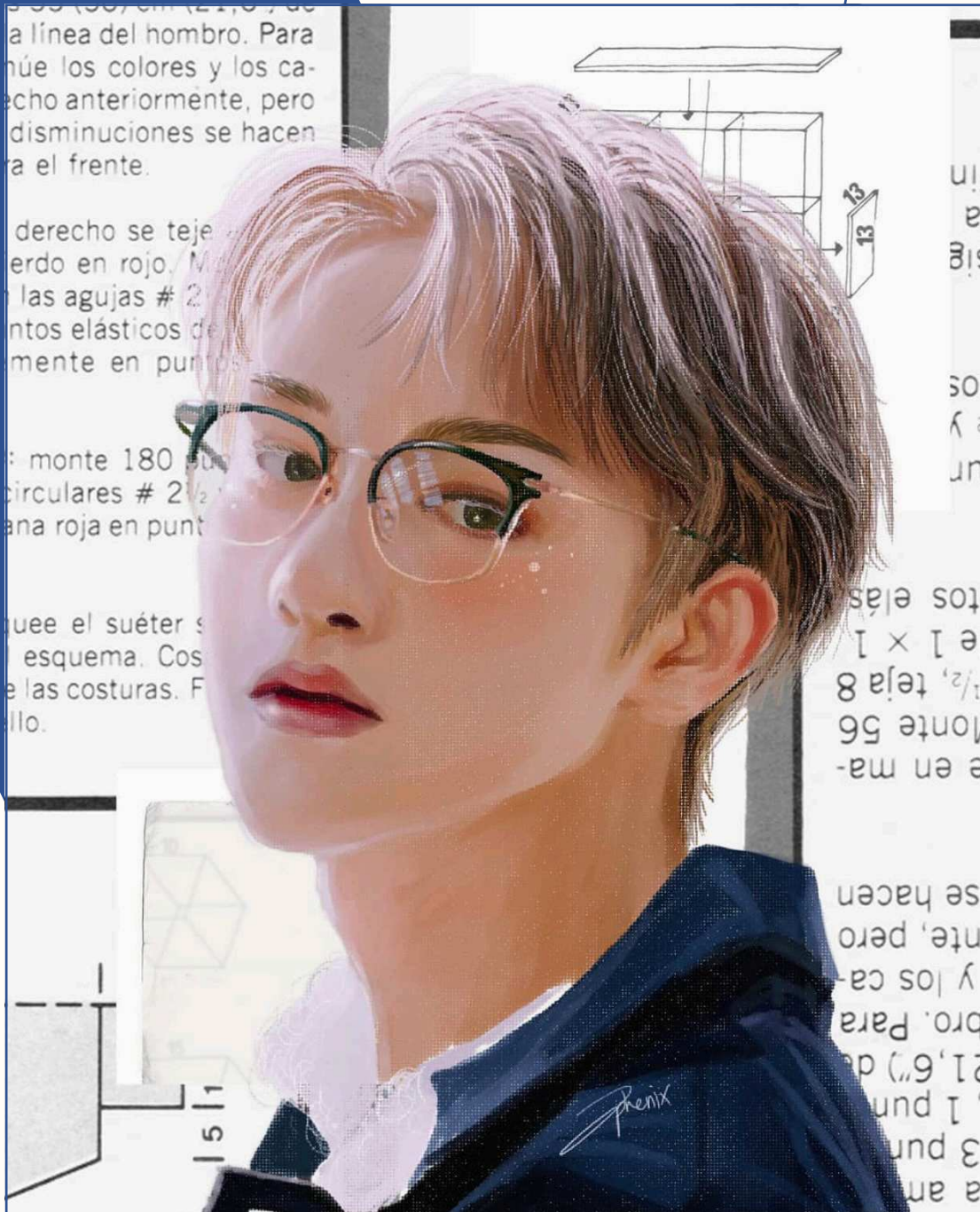
@EVILHYA



@HOSAEOK

LEE MIN HYUNG
1999 08 02

RENJUN



@ZPHENIX



@NNASUNASUU

HUANG REN JUN
2000 03 23

SHOTARO

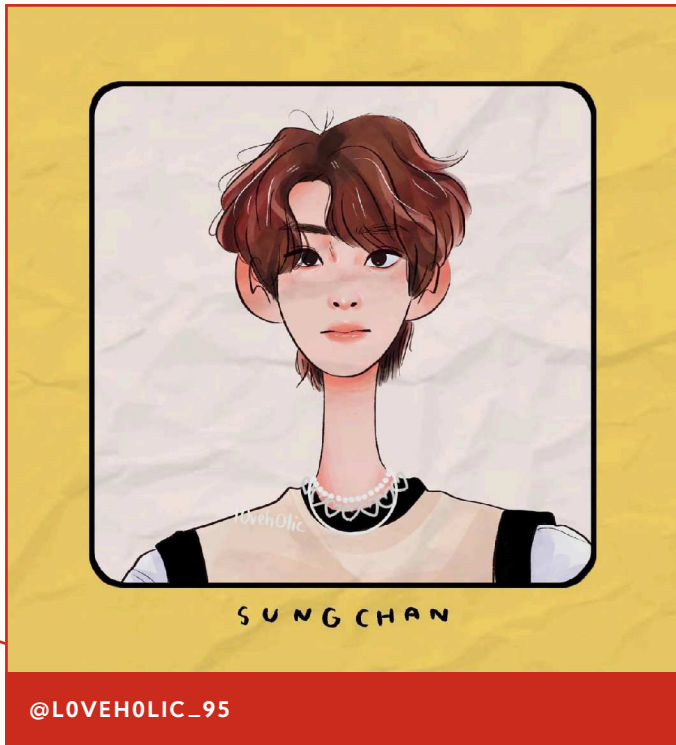




@A_DRAWINGPANDA

OSAKI SHOTARO
2000 11 25

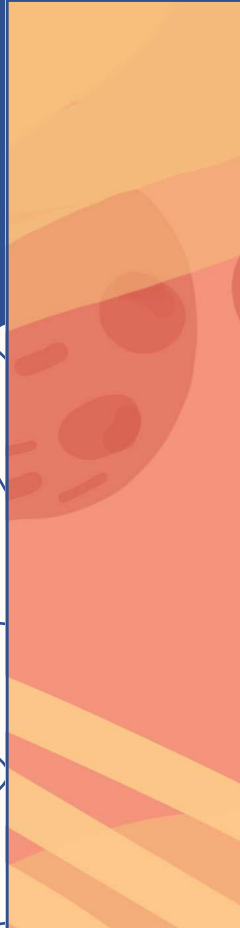
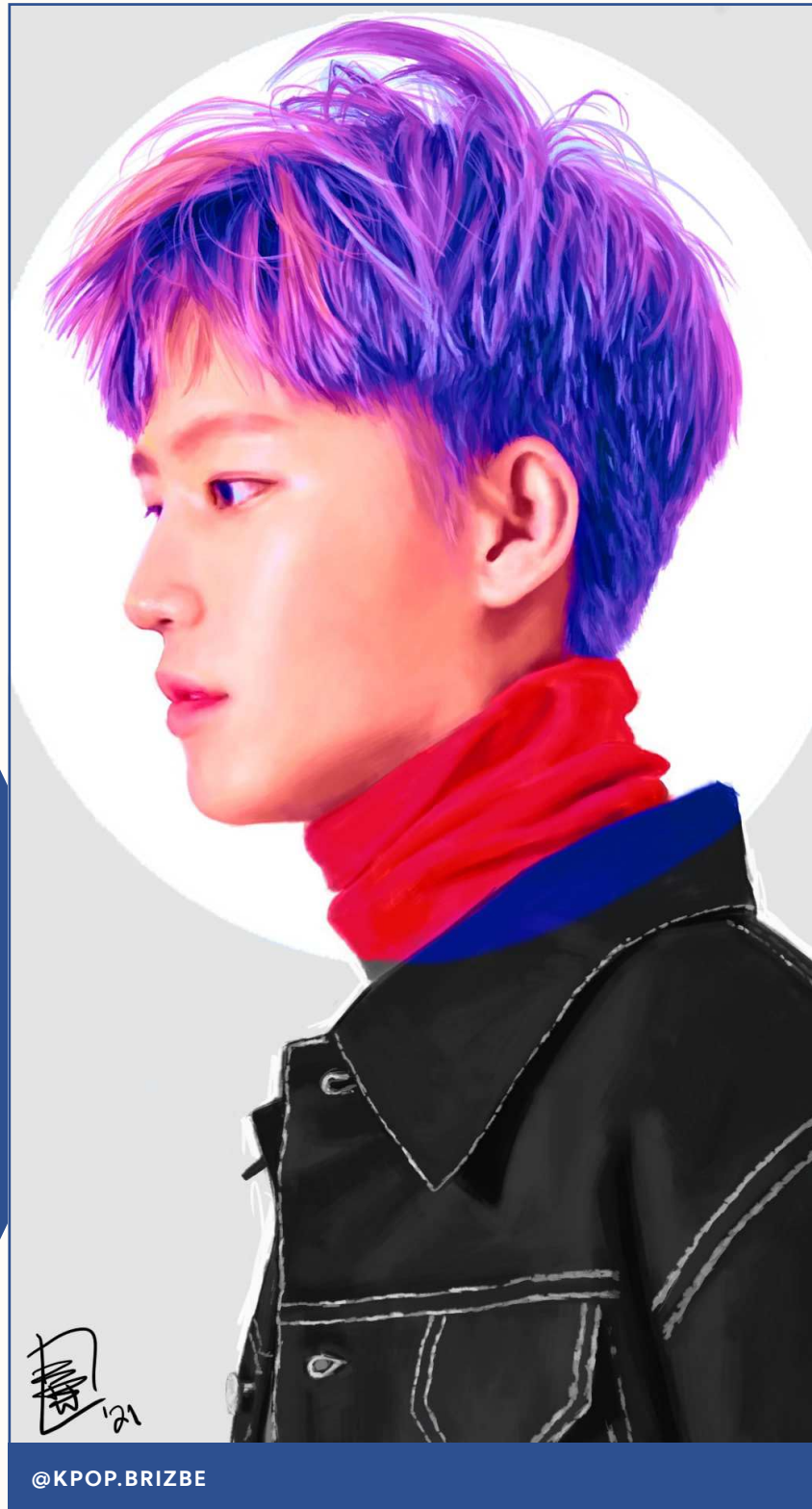
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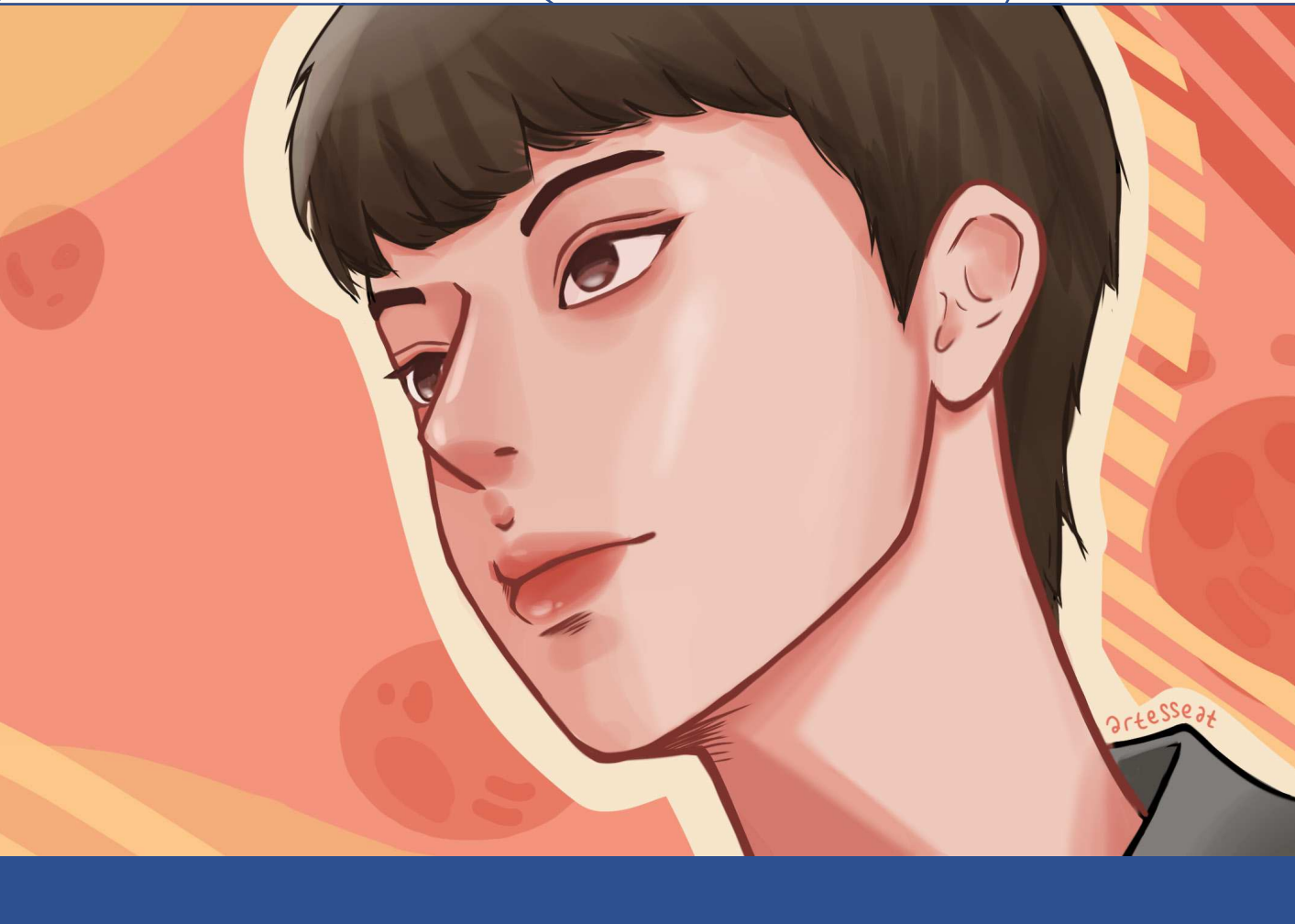




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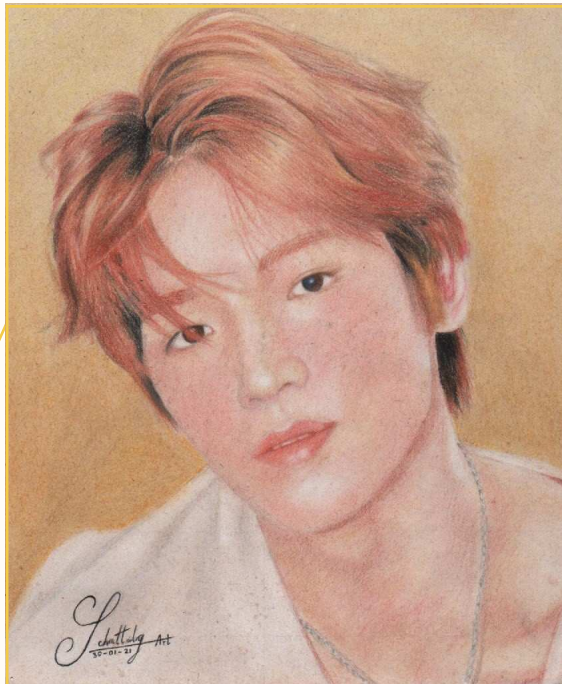
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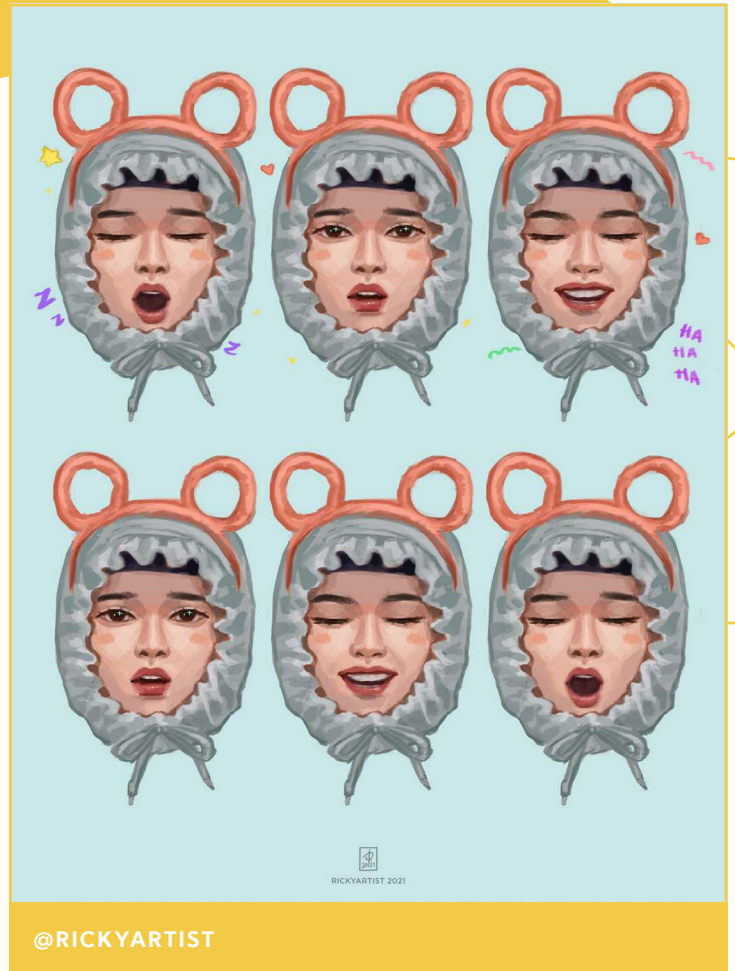


MOON TAE IL
1994 06 14

TAEYONG



@COPITO.ART



@RICKYARTIST



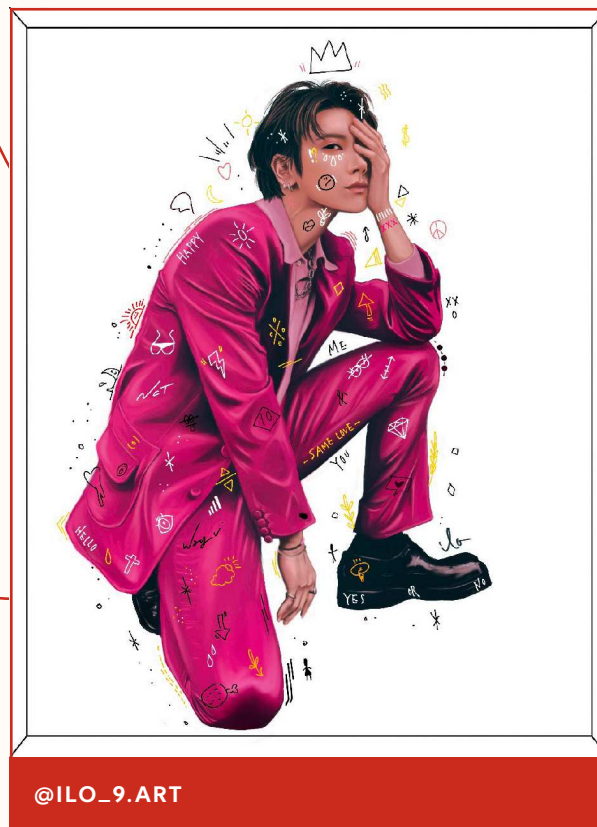
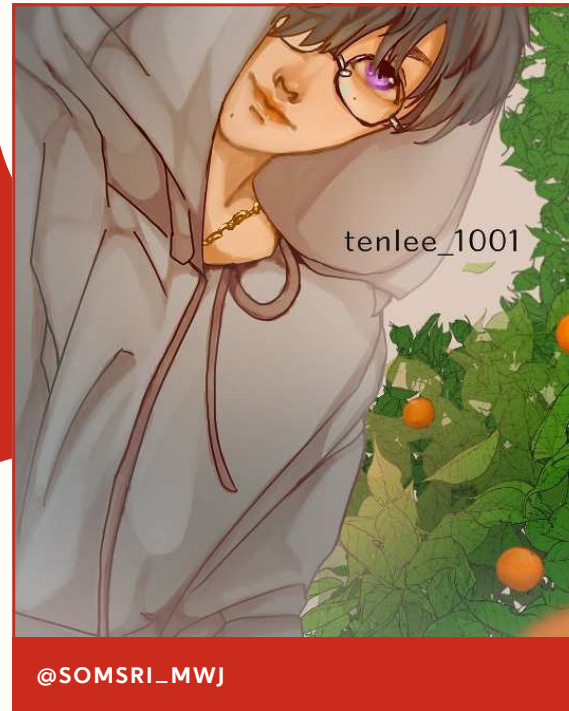
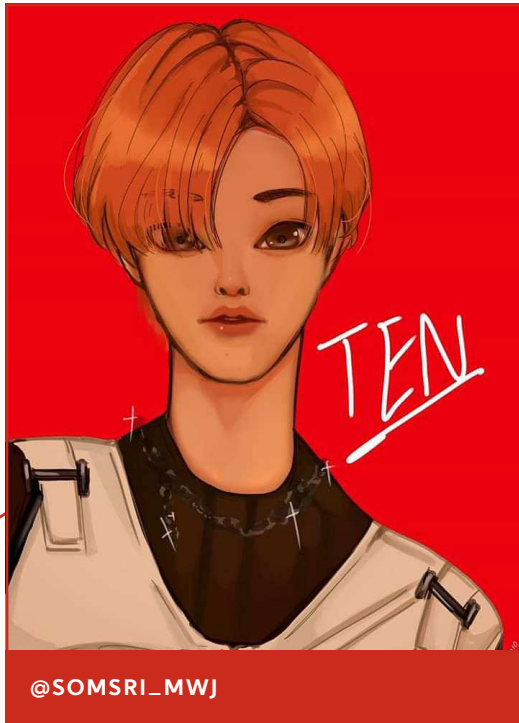
@HANEULART96



@RICKYARTIST

LEE TAE YONG
1995 07 01

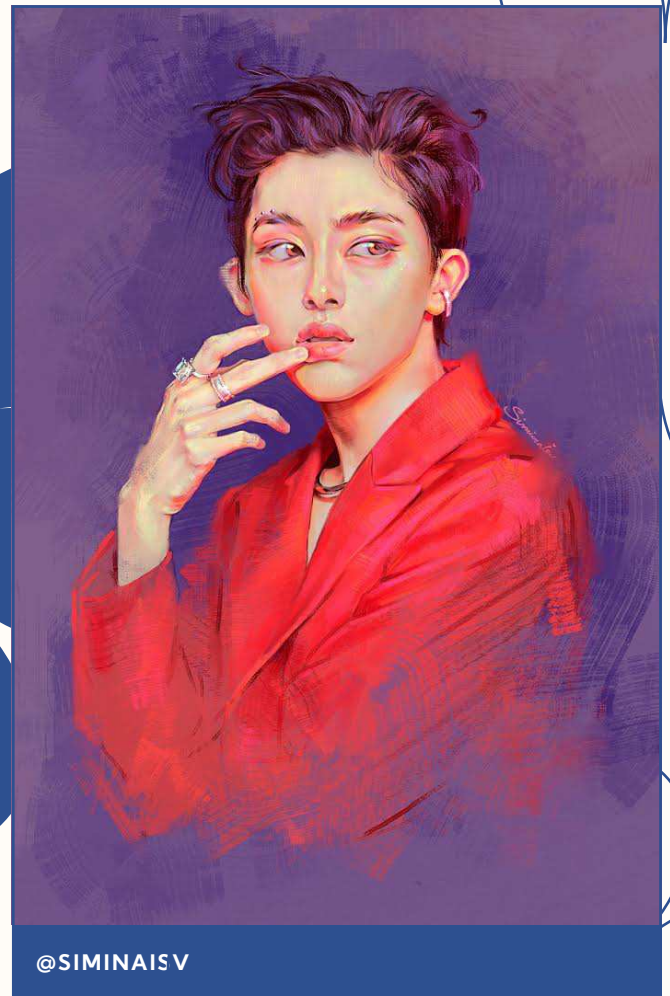
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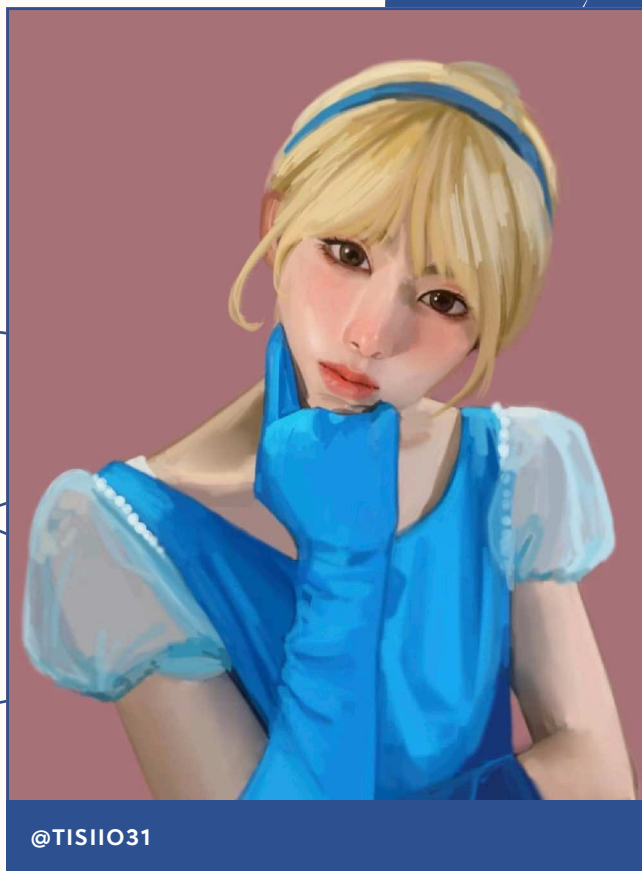
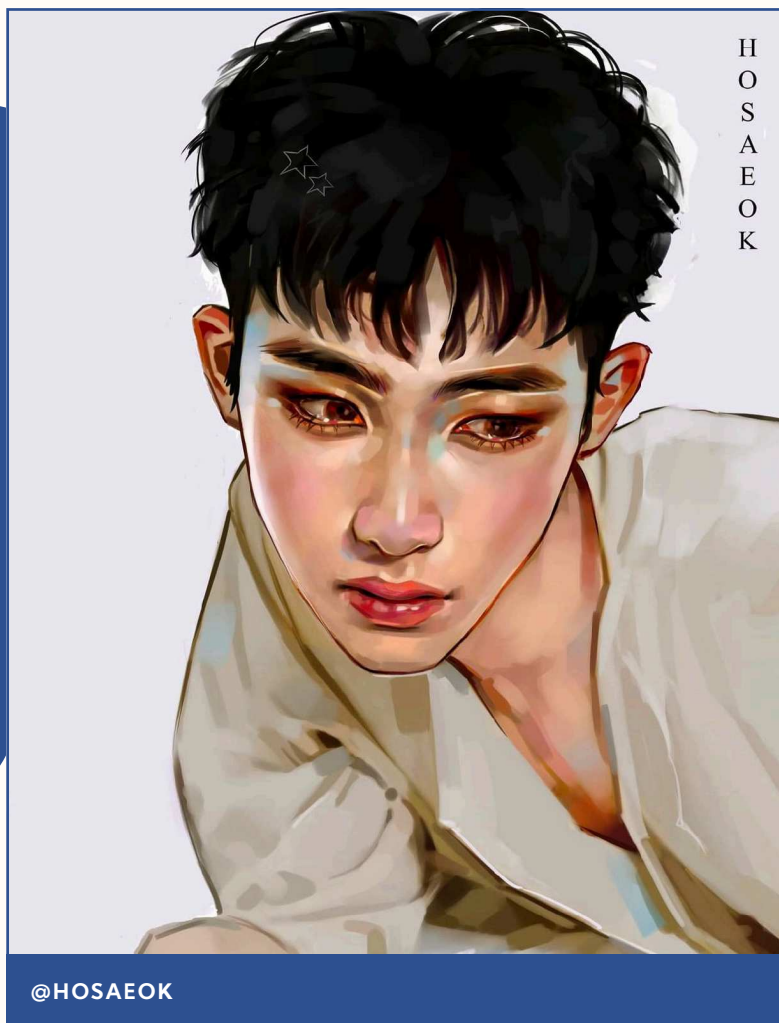




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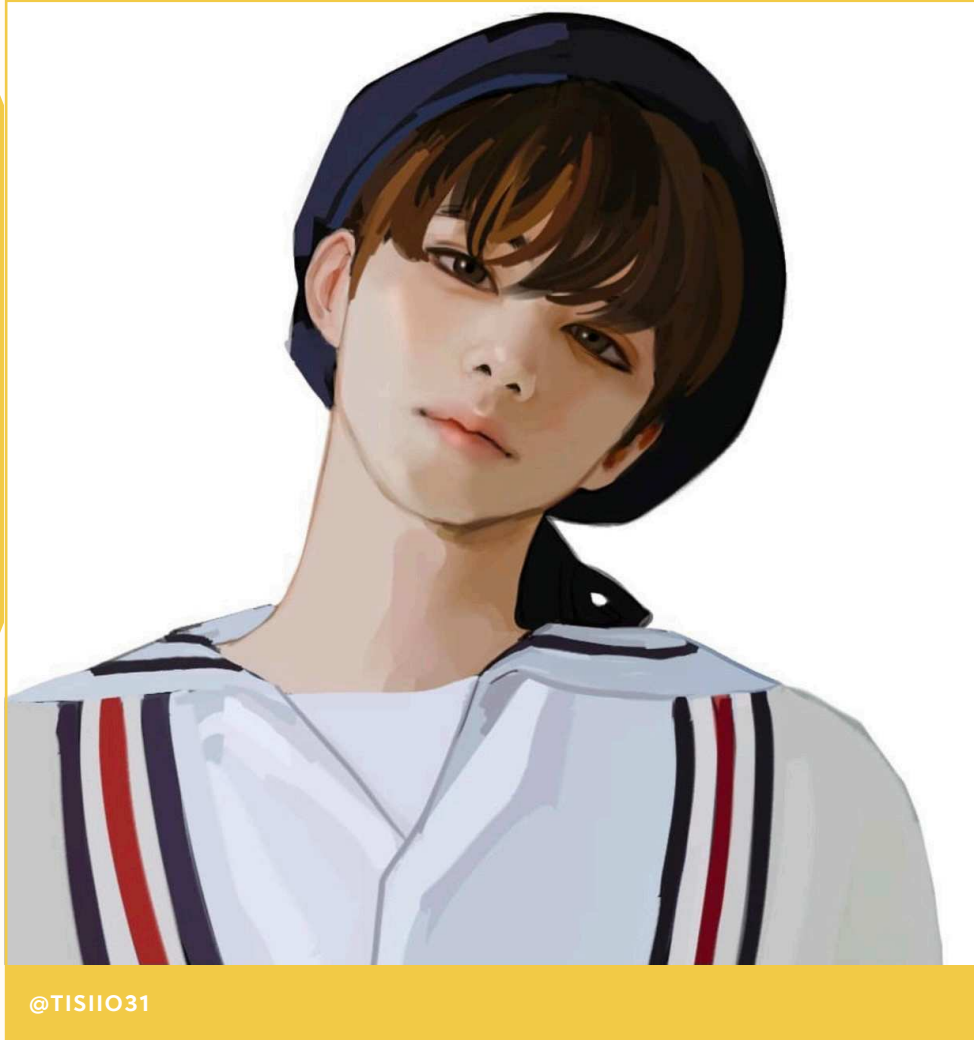
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DONG SI CHENG
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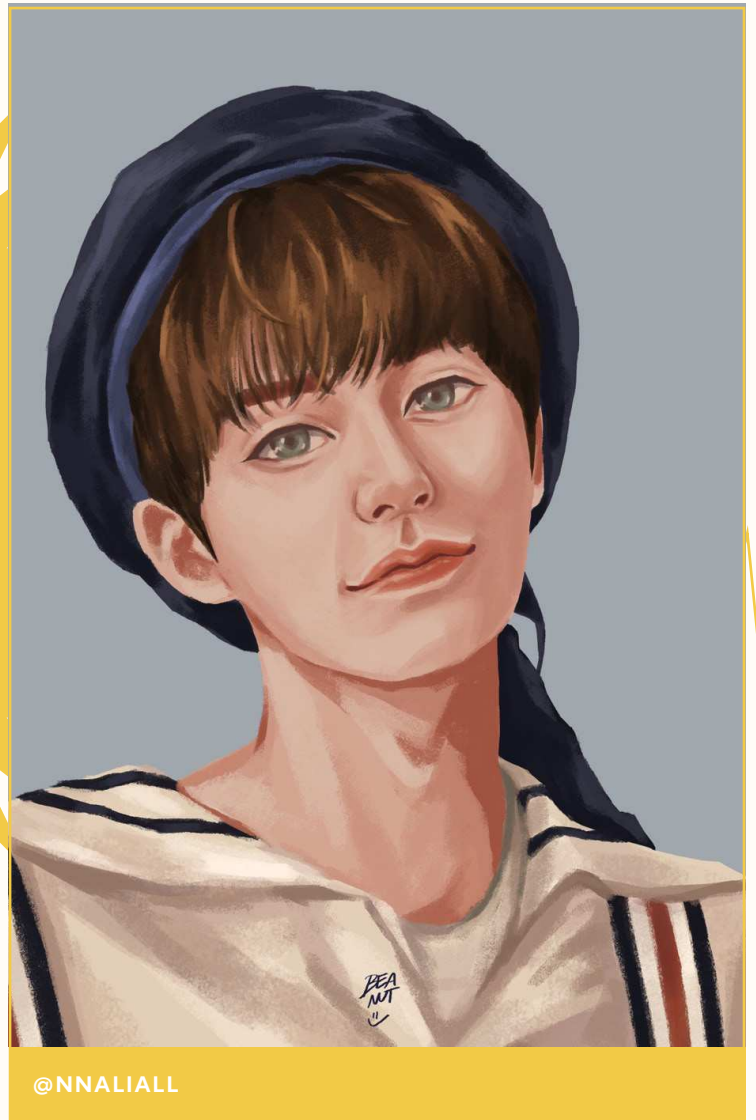
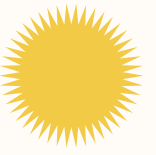
XIAO JUN



@TISIIO31



@NANAMINHAЕ

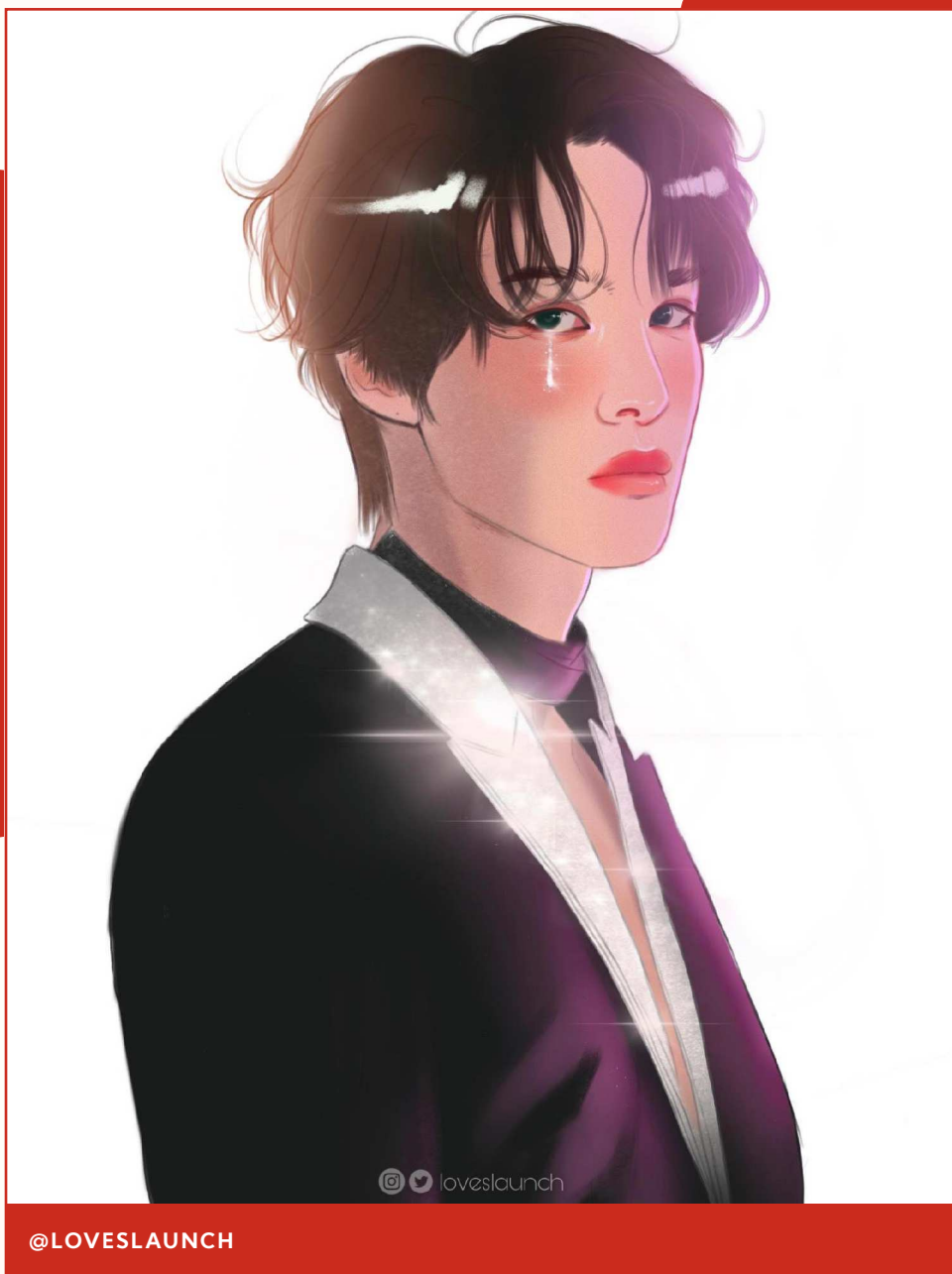


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XIAO
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YANGYANG

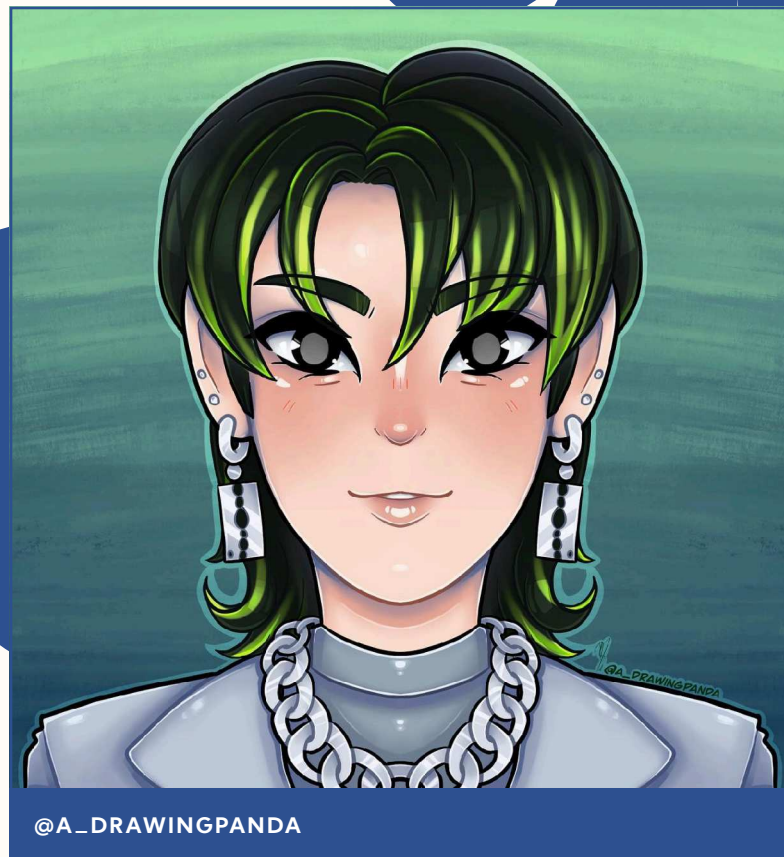
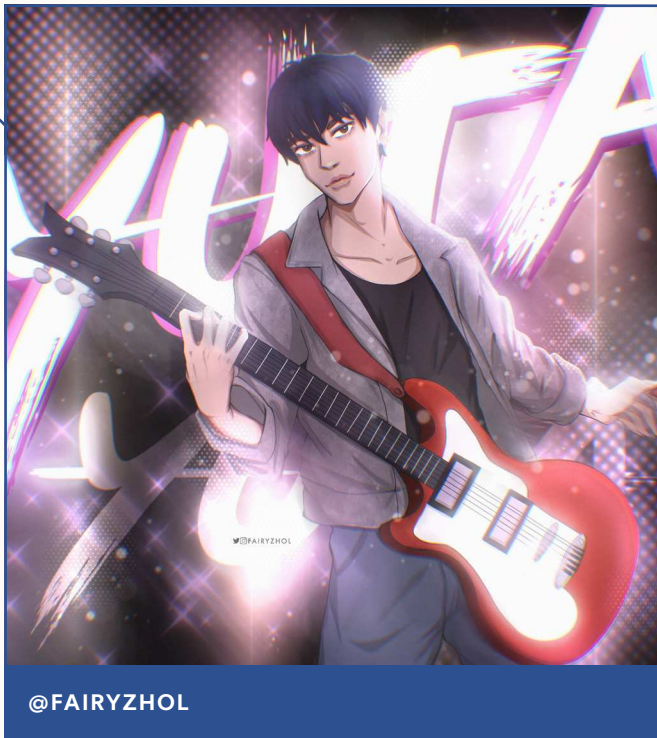


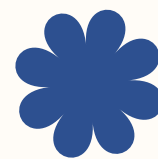


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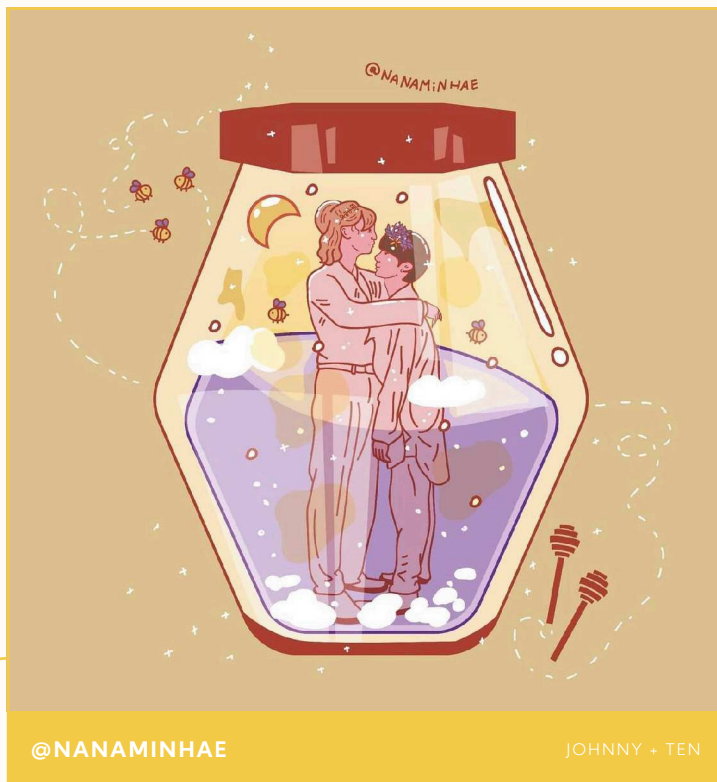
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@JIMINSCOOKEJAR

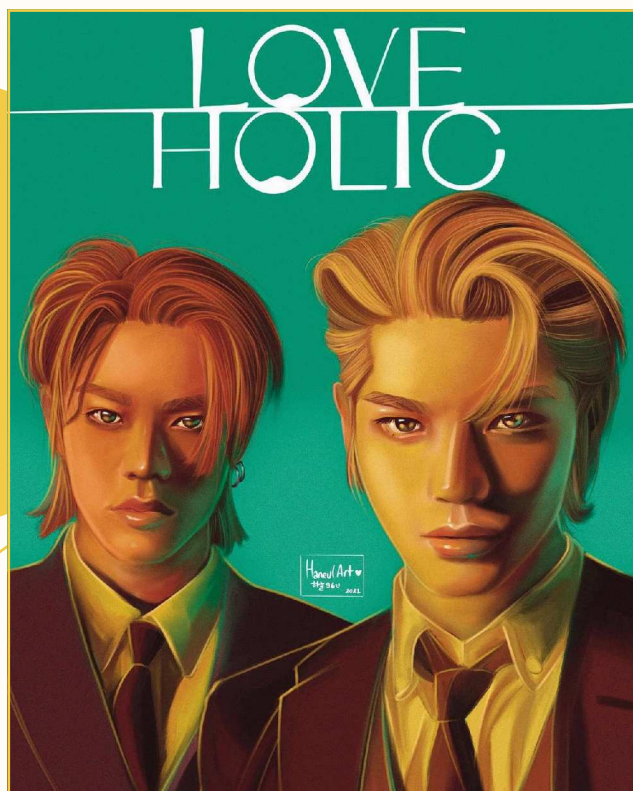
NAKAMOTO YUTA
1995 10 26

NCT





MARK + TAEYONG



@HANEULART96

YUTA + TAEYONG



@KRAMHATEHC

JUNGWOO + MARK

NCT



@N_IKUMAN | @254NANOMETERS

JOHNNY + JAEHYUN



@CHANKKAEBSONG

KUN +
DOYOUNG + TEN



@NNASUNASUU



FEATURES

A STUDY OF JAEHYUN'S NATIVITY

BY Diana | @18kst

Photo source: SM Entertainment



Jaehyun's ascendant is in Pisces, with Saturn in Aries conjunct the South Node falling in the first house. Jupiter rules the sign on the ascendant in traditional astrology, while in modern astrology, it is ruled by Neptune. Both rulers fall into Jaehyun's eleventh house in Capricorn. This house deals with the area of life involving friends, goals and wishes, your audience - especially online, groups, and fulfillment. These topics may be something he takes seriously, especially because the eleventh house ruler is positioned in the first house. The ascendant is at 12° Pisces which indicates that he is someone who values harmony and balance, and cares deeply about his friends and loved ones

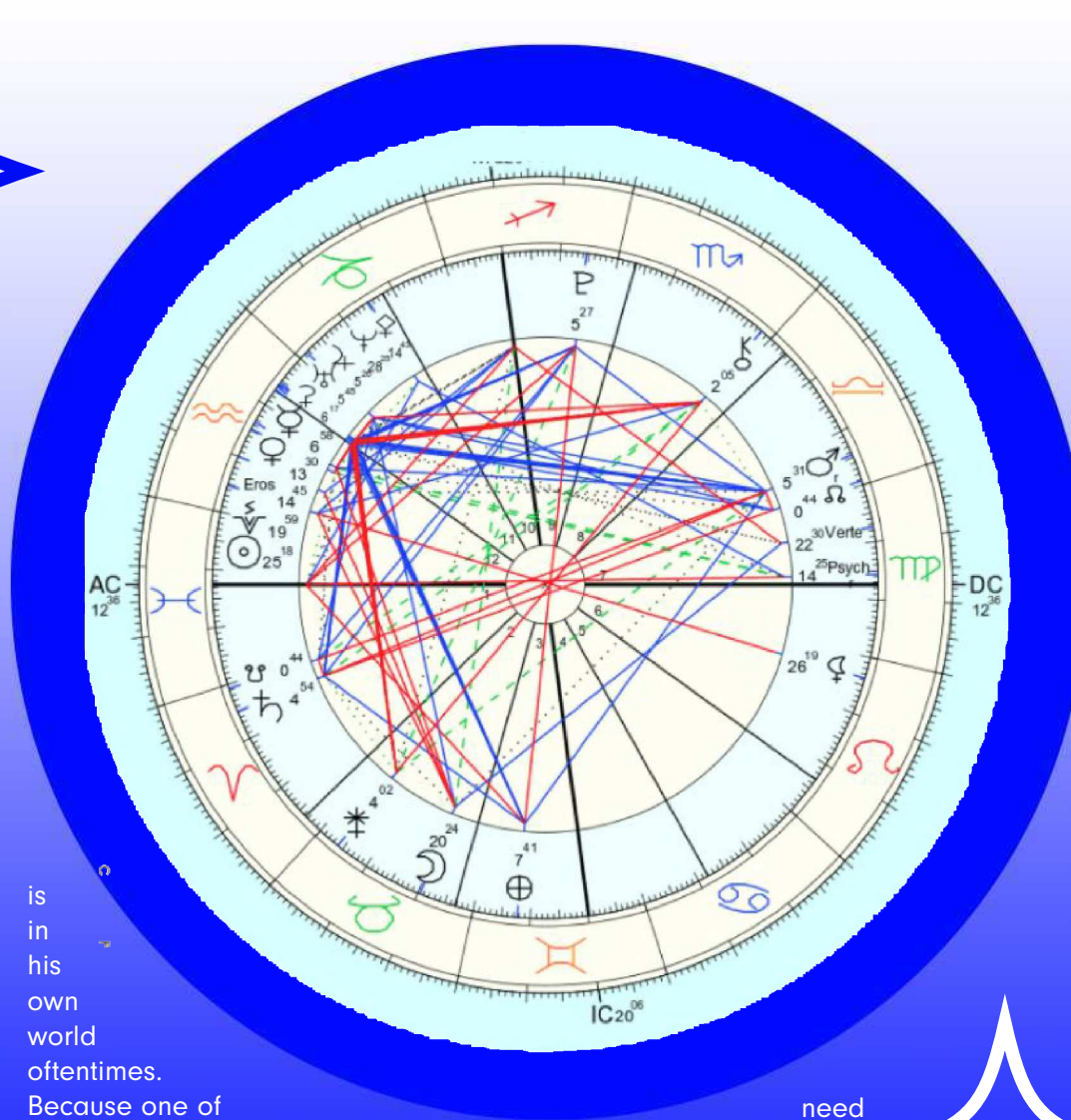
Off the bat, Jaehyun has a dreamy presence upon first glance. He is very charismatic and he draws a lot of people in. But, he seems like he

is in his own world oftentimes. Because one of his ascendant rulers is Neptune, people tend to idolize him and project their own image onto him. He has Saturn conjunct the South Node in Aries, which can indicate a number of things. It is possible that Jaehyun is too self-reliant. He may also be overly concerned about growth and doing better each comeback to the point that it can negatively affect his mental health. However, his north node is at 0° Aries which represents strength, and Saturn in 4° Aries which represents perseverance, delayed gratification, as well as emotional strength and courage. Thus, he is more than capable of overcoming this.

Jaehyun's second house cusp begins in 26° Aries, with his 20° Taurus moon there as well. He might

need to be extra cautious with his finances and it would be wise for him to save money in anticipation of any emergencies that may come up. He may have a strong sense of values and is likely stubborn about them. He seems to have a fairly balanced sense of self-worth, although he can occasionally get too caught up in what people he is close to think about him. This is in consideration to the second house ruler which is in the seventh house. The ruling planet of his moon sign is positioned in the twelfth house which suggests that he gets caught up in a very rich inner world and it is possible that he daydreams a lot.

Because the second house lord is in the seventh house, a lot of his



finances are likely tied to negotiations or contracts he agreed to sign. Considering he is an idol and SM Entertainment controls his paycheck, this is a fair assumption. The second house also rules the voice, so Aries on the cusp of the second house can indicate a pure and pointed, yet slightly raspy voice. Moon being in the second house can imply that he is comforting to listen to.

2021.

There are no planets in the third house. The cusp of the third house is at 27° Taurus, which can imply intelligence and wit in this area of life. He may have a talent for writing or speaking and may be a natural comedian. As previously mentioned, the lord of the third house is seated in the twelfth house. He may be prone to daydreaming, overthinking and generally zoning out. He likely has an imaginative mind, and has a lot of ideas for what he wants to do with his life.

His fourth house starts at 20° Gemini, which may denote some indifference as well as possible tension towards home matters. While there are no planets there, the fourth house lord falls in the twelfth house. This may indicate difficulty in feeling secure, at home and a lack of attachment to comfort items. This may also mean he is not materialistic and attached to worldly possessions. On the other hand, the ninth house represents going abroad. Because the lord of the fourth house is nine houses away from its ruling sign, this may mean he has an easier time traveling to foreign countries and can find comfort in the places he visits.

Jaehyun's fifth house cusp is at 12° Cancer, which suggests that he is hungry for growth and development as an artist. He likely feels an emotional connection to his work. With the fifth house lord in the second house, the success or lack thereof on each project he is on may also have an effect on his self-esteem. The fifth house lord is two houses away from its ruling sign, so this may double the impact that status of his projects have on his self-worth.

The sixth house cusp sits at 12° Leo. This implies that he is consistent in his work and routine. He likely does best and shines the most when he is at his most balanced. This may also suggest that he is someone who deeply enjoys helping other people and has compassion towards people and animals in need. The sixth house lord

falls in the twelfth house, which indicates that his mental and physical health are heavily linked. Lilith at 26° Leo may indicate a tendency to overindulge, so he should avoid that.

The seventh house cusp, also known as the descendant, is at 12° Virgo. This indicates balance and harmony within his close relationships. His north node is at 0° Libra and Mars is conjunct to the north node at 5° Libra. He may be extra sensitive to those he's close to and make sure he's being fair to them while watching out for himself at the same time. The seventh house lord is in the twelfth house, which can indicate a need for personal space and alone time in order to maintain healthy relationships.

The eighth house begins at 26° Libra. This is a degree of altruism and generosity. In addition, he may care much about getting close to people. Since he has Chiron at 2° Scorpio, he is prone to having people try to assert themselves and control him. But, he might be aware of this as well. It is possible that he is wary of getting too close to people because of it and prefers to keep his distance. He may also feel like people don't necessarily understand him. The eighth house lord is in the twelfth house, which suggests isolation is needed in order to be able to make clear decisions regarding close relationships, shared resources and getting involved in financial situations that make use of other people's money.

Jaehyun's ninth house cusp begins at 27° Scorpio. This implies he feels secure in his views, beliefs and traveling abroad. He may also be a very inquisitive person and may place a high value on learning. He has Pluto at 5° Sagittarius, so he may have a certain way of travelling that he likes or he has certain places he prefers to visit over others. He also may be very interested in learning about other cultures. He may be very practical when he travels and it is possible that he over packs. His ninth house lord falls in the seventh house, so he may enjoy connecting with people from different backgrounds or cultures than him.

The tenth house cusp, also known as the midheaven, sits at 20° Sagittarius. He may be very aware of his public image and intentional about what persona he wants people to see. In public and to people he doesn't know well, including interviewers, he may come across as someone who is very laid back and

mellow. He also has the potential to have a lively, fun personality. It's very possible that he is a natural comedian and is effortlessly funny which makes him suited for a career in the public eye. His tenth house lord, Jupiter, falls in the eleventh house. This may mean he has a large following and is known for his personality or for being a funny person.

His eleventh house starts at 12° Capricorn, and he has Neptune, Jupiter and Uranus in this house. This house concerns friends, clubs, networking, organizations and wish fulfillment. He seems like someone who does not have too much trouble getting what he wishes for, but that can also backfire. He also may not realize the impact he has on his fans - especially on social media. This also indicates that he enjoys being friends with people who are different from him and can teach him something new or offer him new ideas. Jaehyun may also consider it important that his friends are compassionate people. He has asteroid Ceres in this house conjunct Uranus and Jupiter, so he likely feels nurtured by people that can make him laugh and distract him if he is in a bad place.

Jaehyun's twelfth house starts at 12° Aquarius. This suggests that he needs to take care to be able to uphold his boundaries and set time aside to unwind in a peaceful solitary way. He has a stellium in this house, which indicates that he either has challenges with this area of life or overindulges in it. He has the Sun, Venus and Mercury there, so he likely lives in his own world a lot. This may also be an indicator of him being a talented actor, as people with several twelfth house placements tend to take on whatever role they have as if they were truly that character. He may seem aloof, but it may be that he is thinking about his projects in depth. These are not super easy placements to have but with balance, he will be fine. Twelfth house ruler in his first may indicate that he lives in his head quite a bit, and may be prone to daydreaming or escapism. He would do well to get involved in projects that allow him to have a part in world-

building, such as creative video games or maybe being involved more in the composing process for NCT's music.

Overall, Jaehyun is someone who is thoughtful, funny and charismatic based on this natal chart. He is very talented, blessed with great voice and acting abilities. All natal charts have their challenges and good points. Keep in mind that this analysis does not mean he is doomed or that he won't encounter any problems. This is simply for entertainment purposes and is my understanding of him based on the birth information that's available. The key takeaways he should keep in mind are to be cautious of who you trust, watch out for negative self-talk and understand the impact you have on your audience, especially online.



Photo source: SM Entertainment

TURN BACK TIME

THE SERIES

BY HEATHER | @JAEHYUNIEPOT



Photo credit:
SM Entertainment Company

It's been four years since NCT was welcomed to the world. Despite their short time in the spotlight, they've been able to gain rare and valuable experience even before their debut. Their unique concept has also allowed for many new faces to join in along the way. Each member boasts a different charm, which has attracted a wide range of fans contributing to the Hallyu Wave. But what happened before the birth of this seasoned group? With such diverse backgrounds and personalities, what led to their paths diverging and coming together as one? As we reach the five year mark it's nice to take a step back and reminisce on each individual journey. Let's Turn Back Time and explore the origin of NCT.

(We'll be updating this with new member profiles so check back again soon!)

LEE TAEYONG, 26, SEOUL, KOREA:

THE RESILIENT

2012

Our highly respected leader's story began in 2012. We saw a boom of renewed interest in K-pop music internationally with PSY's "Gangnam Style" taking the world by storm. Meanwhile somewhere in the streets of Seoul, casting directors were taking an interest in a second year high school student. They only revealed they were part of the renowned "Big Three" entertainment agencies and would love for him to join them. Taeyong, mistaking them for the three major Korean broadcasting companies (KBS, MBC, SBS), declined. He was wary until the casting director bought him toast as a way to entice him. He reasoned she was probably a good person as a result and agreed to an audition. Having never even stepped foot in Apgujeong-dong before, he somehow found his way to the SM building. Although he only knew the National Anthem, he sang his heart out and danced his way into SM's trainee program.

Despite how polished Taeyong's skills are now, he was a poor dancer at the beginning, according to his old dance instructor. They had even told Taeyong that he would never be able to make it on stage, but this only fueled his spirit to persevere. In just a year and a half, he became infamous amongst the trainees for having the best dancing skills.

We can credit Taeyong's older sister for igniting his passion in music. Growing up, she introduced him to many musical influences such as Justin Timberlake. He stated in an interview with Men's NO-NON Magazine that he received a hand-me-down MP3 player filled with her old songs. He had no interest before, but after listening to her favorite pop songs he grew to appreciate music.

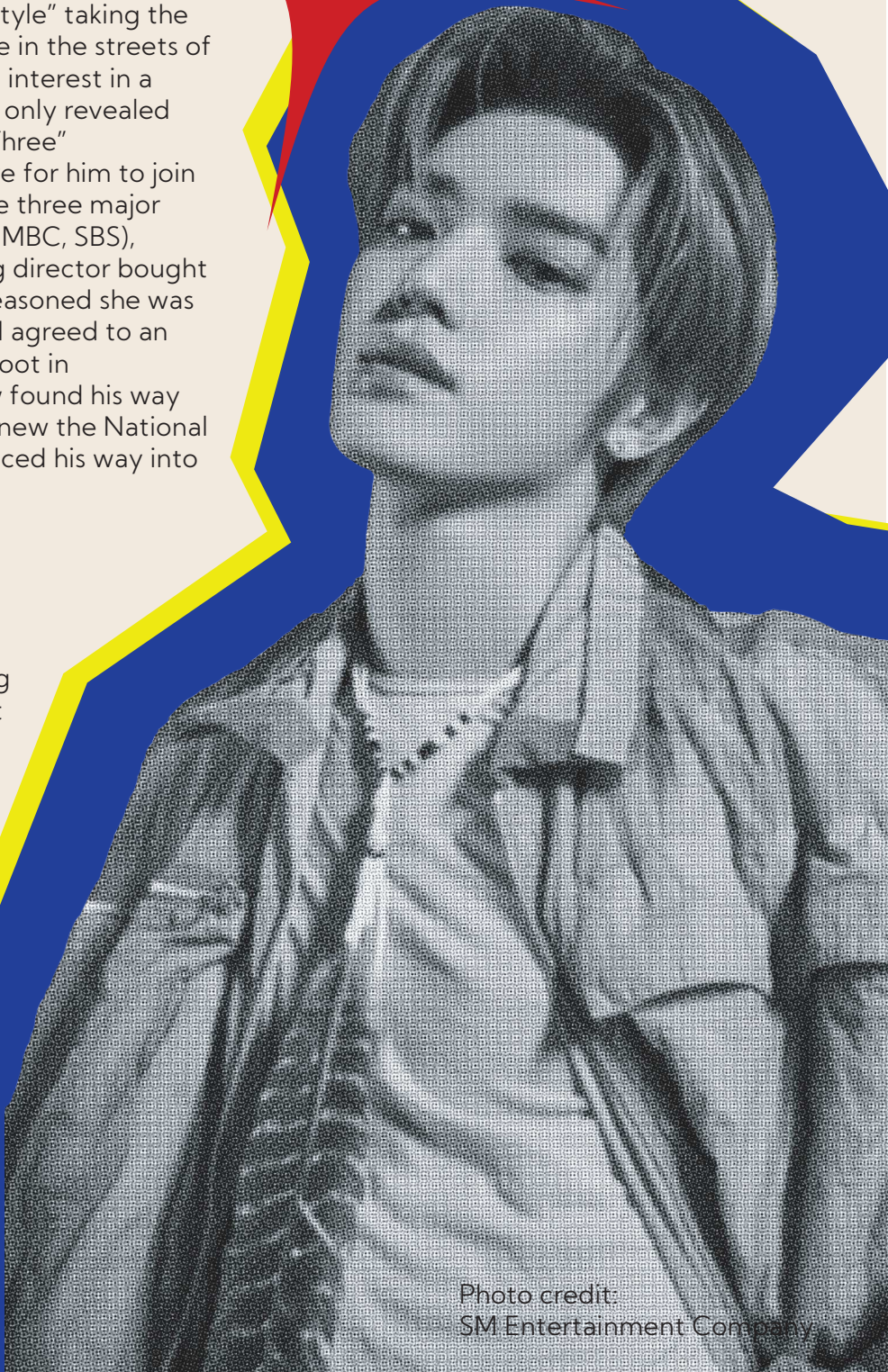


Photo credit:
SM Entertainment Company

2013- 2014

It's no secret that SM has made a name for themselves in the Korean music industry. As forefront trailblazers they've created outstanding artists. Each new act draws attention just for being produced by such a powerful company—which is why it was such a big deal on December 3, 2013 when SM announced the start of a new project for their hidden trainees dubbed SM ROOKIES. It boasted their fresh new talent who were yet to debut. We got our first official glance of Taeyong a year after his start with the company, after he was one of the three trainees introduced that night.

Being a part of SM ROOKIES opened many opportunities for these trainees to show the world what they had. Throughout December 2013, SM released short videos building the suspense by giving glimpses of the behind the scenes training. SR14B was later announced as the male sub-unit of SM ROOKIES. In the midst of all this excitement, Taeyong graduated from the School of Performing Arts Seoul majoring in Practical Music. Freshly graduated, he could now focus on his training. Taeyong became the first male trainee to release a track under SR14B. His short, but powerful rap track "Open The Door" debuted on July 21, 2014 and gathered two million views.

On August 15, 2014, Taeyong introduced himself as a 19-year-old who likes to rap and dance in his first appearance in a reality show, EXO 90:2014 (2014). EXO, joined by SR14B members, filmed remakes of popular Korean songs from the 90s. He continued as a guest, showing up in covers and game segments for the rest of the show's duration. His most notable appearance was in episode five when he acted alongside Lay for the "Missing You" by Fly to the Sky music video remake.

The same day the show's premiere broadcasted, SM ROOKIES performed at their first concert for the SMTOWN Live World Tour IV in Seoul, South Korea. Taeyong's talents were so formidable, he had his own solo stage where he rapped "Open the Door" before being joined by Jaehyun and Johnny leaving the audience in awe with their magnetic dance. The older members of SR14B also came together to cover Shinhwa's "T.O.P" bridging an old era with their new moves.



Photo credit:
SM Entertainment Company

2015- 2016

By the time 2015 rolled around the SR14B boys were now SR15B, showcasing a new dance with the song "BASSBOT." The male trainee performances were such a hit they were able to hold their own concerts, the SM ROOKIES Show in which they toured Korea and internationally to Thailand from 2015-2016.

With their popularity already building up, the next steps in Taeyong's career were definite. On February 1, 2016 Lee Soo-Man the producer and founder of SM Entertainment, announced he would be expanding the way the company approached the industry calling it New Culture Technology. He would create a new localization of music through their new boy group appropriately named Neo Culture Technology. He cited that he envisioned a future for the super group to debut units representing major cities all over the world. Masked faces of trainees filled the auditorium and NCT U's first unit consisting of Taeyong, Doyoung, Ten, Jaehyun and Mark revealed their faces for the first time. The teaser of NCT U's "The 7th Sense" was played introducing Taeyong first—it was clear he was to be the core of this new group.

A few months later the future bass and hip-hop single, "The 7th Sense," was officially released, on April 8, 2016. However through some extremely unfortunate misunderstandings, Taeyong was not met with the warm welcome he once had. He pushed himself to accept and work through the criticism by focusing on performing and filming their first variety show NCT Life in Bangkok (2016) which followed their journey til debut.

During this time, despite their busy schedules and impending debut of NCT 127, Taeyong and the other members volunteered at several organizations. They began consistently visiting Daae, a school for multicultural students, in April 2016. The members made time to dance and play with the students, treating them as if they were friends and family. With several multicultural members themselves, they felt at ease and could relate to the students. Once debuting in NCT 127, Taeyong created the "Taeyong Scholarship" where he has sponsored 4 students every month till the present. Several of the staff and principal noted how kind hearted and sincere the boys were.

As the appointed leader, Taeyong stepped up with a strong sense of duty for the group he had trained alongside and was so proud of. NCT 127 became the second unit of NCT and the first fixed unit on July 7, 2016 with their hot new single, "Fire Truck." He showed a new side to him alternating from the heavy performances of "Fire Truck" to the bright and cute "Once Again" B-side. Regardless of the nitpicking from anti-fans, Taeyong ended the year by receiving the Best New Artist award with his members at the Mnet MAMA award show just as his SM predecessors had their debut year.



Photo credit:
SM Entertainment Company

2017- 2019

Since then, Taeyong has continued to exceed people's expectations through his diligent showmanship. He's appeared in seven mini albums, four full albums and two projects. He participated in writing lyrics for them and has 34 NCT credits to date under his belt. Even with the occasional pushback he's been met with increasing success for each new comeback. It was no use denying his abilities when he was putting 110% into each performance. His brand's growth allowed SM Station's confidence in him to release his own solo song, "Long Flight" which he co-wrote and produced himself. Taeyong also joined the cast of Food Diary (2018) showing his sweet personality taking care of animals and cooking.



His popularity growth with NCT 127 led to their first world tour from January-July 2019. The company's focus on a global market created opportunities for them to collaborate with artists such as Ava Max, Jason Derulo and Marteen. Taeyong's apparent versatility made him a perfect fit for SM's new project group geared towards a western audience. He joined SuperM with members from four of SM's boy groups: SHINee, EXO, NCT and WayV debuting on October 4, 2019 with their infectious title track, "Jopping." Through his time spent with the group, the senior members would help him build up his confidence as a leader and idol.

Photo credit:
SM Entertainment Company

2020- PRESENT

By 2020, Taeyong was a widely respected artist by his peers and NCTzens. He found success with NCT breaking records left and right. However the rumors that had followed him since debut would still occasionally pop up. After years of ridicule by anti-fans, reports finally came out that Taeyong had been falsely accused and was, in fact, the standup, genuine idol we had seen him as over the years. Although he was burdened by the hurtful comments and pressure to be a good leader, he stayed resilient through it all. Like most people, Taeyong is his own harshest critic, but over time has become more comfortable accepting faults to push himself higher. He stated in an interview with News1 that, "Honestly, we weren't successful from the beginning. We got to where we are step by step, and thanks to that, I think we grew well, experiencing everything we needed to." In the present we can't wait to see where Taeyong leads NCT in the future.



Photo credit:
SM Entertainment Company

LEE JENO, 20, SEOUL, SOUTH KOREA: THE FIRST DREAMER

By Heather | @jaehyuniepot

2005-2012

The year 2000 was greeted with a sigh of relief when the "Y2K bug" didn't destroy systems all over the globe. It was not only the start of a fresh new millennium, but also a beginning full of hopes and ambitions for a new star. Before Jeno was the amazing rapper and lead dancer of NCT Dream, he had an early start in the entertainment industry as a child actor/model. He posed for various clothing brands and starred in several commercials throughout 2005-2012. Jeno had a precocious talent for acting. Once during filming for a Pulmuone commercial he couldn't cry on cue so his Mother told him "Mom is leaving," which left him so upset he burst into tears. He even had a small role in the South Korean film, Love Me Not (2006) in which he played the main character's childhood self in a flashback.

2013-2015

Finding success in this field, Jeno had a different dream. His looks and talent were remarkable to find in someone so young, which is why it came to no surprise that entertainment agencies sought after his mother. She rejected the offers, but once learning that Jeno actually wanted to be an idol she allowed him to audition for SM Entertainment. Although he had no prior dance instruction, he meticulously taught himself the moves to SHINee's "Beautiful" step by step by watching the dance practice video. His hard work paid off and he entered the agency in 2013 a mere three hours before his future group mate, Jaemin.

As he trained, Jeno took inspiration from Bruno Mars who he admired for his musical and dancing abilities. He continued perfecting his skills by taking influences from nearby. Kai and Taemin, already renowned dancers, were role models he aspired to be like.



He also looked up to TVXQ's Yunho who is known for his great passion. He's admitted it was difficult, but strived to reach that level one day. Growing up, he enjoyed doing things on his own, but as a trainee he learned the importance of teamwork and relying on one another.



Jeno's skills were so outstanding he became one of the first three trainees introduced as a part of the project group, SM ROOKIES on December 3, 2013 only several months after entering the company. He became well known for having similar features to Super Junior's Donghae. So much so, that SM even uploaded a video of the two taking photos together marveling at their resemblance to one another. Being only 13 years old at the time, he drew people's interest for how capable he could possibly be. SMTOWN's YouTube channel also allowed fans to learn more of Jeno's personality through their SM ROOKIE content. Alongside the younger members of SR14B, Jeno was granted the opportunity to cover EXO's "Growl" at his first concert during the SMTOWN Live World Tour IV in Seoul, South Korea on August 15, 2014.

On July 8, 2015 it was announced that he would be a cast member of the revived Mickey Mouse Club (2015) show on Korea's Disney Channel. This captured a lot of attention as the original show jump started the career for many A-list celebrities such as Britney Spears, Christina Aguilera and Ryan Gosling. On the show, Jeno had the opportunity to travel, cover songs, and complete challenges with his fellow Mouseketeers. They were taught how to handle broadcasts for the first time. Jeno's most notable cover was SHINee's "Replay" and EXO's "Growl" where we could finally get a professional lens view of his dancing skills.



Using the experiences he gathered from this and the SMTOWN concerts, he carried the skills and performances over to the SM ROOKIES' SHOW from 2015–2016. He performed a revamped version of "Under The Sea" from his Mickey Mouse Club days, dancing alongside with his SR15B members.

2016

After three years of training, Jeno debuted on August 24, 2016 in NCT Dream, the third unit of NCT, consisting only of the teenage members. Their youthful and upbeat single "Chewing Gum" was vastly different from the other darker NCT unit songs. Their songs were innocent and reflected their growth as adolescents. Besides the fact they were one of the youngest idols to debut at the time, they stood out with their complicated choreography accompanied by hoverboards.



2017

Five months later, Jeno would make a comeback with NCT Dream with their single, "My First and Last." The catchy track would gain them their first music show win on February 14, 2017, which notably made them the first NCT unit to bring home first place. This instilled the strength of the group despite their young age.

Unfortunately, as he juggled attending classes for the Practical Dance Department at the School of Performing Arts Seoul and idol activities, he ultimately decided to leave school to focus on his schedules. He had been a smart student and was even ranked in the top 10 after studying for three days. He later completed his education by studying and earning his GED.



2018-2019

As Jeno and the Dream members grew older, their sound changed as well. This was a transformative year for Jeno. He showed a completely new and manlier side to him in their comeback "Go" which was much darker compared to their previous title songs. This single was a part of the NCT 2018 project where Jeno showcased once again his dynamic dance moves center stage for the track "Black on Black."

Although the cute image he had built was not completely gone. Jeno, Jaemin and Renjun collaborated with Red Velvet's Yeri releasing the song, "Hair in the Air" through SM Station. This was a promotional song for the tv show Trolls: The Beat Goes On (2018).

Wanting to grow as an idol, he branched out and experimented with other venues in the entertainment business. Just as he once greatly admired the national MC of Korea, Yoo Jaesuk he eventually became an MC of the music program, The Show. Jeno became the longest tenured host alongside CLC's Yeeun from May 22, 2018 - November 26, 2019.



In this year NCT Dream also pushed for a more global image by having several international collaborations. They collaborated with English artist, HRVY on the track, "Don't Need Your Love" and "Up To You" with the boy band, PrettyMuch. Jeno was even sent abroad as a representative of K-pop stars with members Jaemin and Jisung at the "K-Wave & Halal Show" where they met President Moon Jaein.



2020-Present

For their Reload comeback NCT Dream went all out, with Jeno even participating in writing lyrics for B-side track, "Puzzle Piece." He stated, "I love that I get the opportunity to express my thoughts and feelings, and hope to continue to do more in the future." They also snagged number one on the largest streaming platform in Korea, Melon, with their urban trap lead single "Ridin'." They became the first unit of NCT to ever get number one on a local music site, once again proving their power as a group. Because of their popularity there were concerns on the future of NCT Dream since the impending graduation of four members, including Jeno, were right around the corner. After lengthy discussions, SM announced on April 14, 2020, the abolishment of the graduation system and that NCT Dream would forever be a fixed unit. They reinstated Mark Lee, a previously graduated member and NCT Dream became seven members once again.



No longer having to worry about the outcome of his group, Jeno focused on preparing for the new project group NCT 2020. He officially debuted in NCT U with his iconic verse in "90's Love." Ironically he wasn't even born in the 90s, but managed to capture the essence of the time period perfectly with ease.



At an incredibly young age Jeno made the life decision to dedicate the next eight years of his life into his idol journey. His desire to chase after his dreams made him the first Dreamer from NCT introduced to the world. Along the way, he made lifelong friendships even stating in an interview with Arena Homme+, "I can't imagine what it would be like without them. We have a world of our own." In the present, may Jeno continue for a long time with the team he trusts and we look forward to where his next steps will take him.

All in all, artists in their own right are pioneers of time. Their creations become a part of history that people admire and remember. Just their art and music alone can take people back to significant moments of that time. Although we can't physically go back to the past, at least artists like NCT can guide us and turn back time on the thoughts and feelings we had listening to their music.



LEE JENO, 20, SEOUL, KOREA SELATAN: PEMIMPI (DREAMER) PERTAMA

Oleh Heather | @jaehyuniepot

2005-2012

Tahun 2000 disambut dengan desahan lega ketika "Y2K bug" tidak menghancurkan sistem di seluruh dunia. Bukan hanya awal dari milenium baru yang segar, tetapi juga awal yang penuh dengan harapan dan ambisi untuk seorang bintang baru. Sebelum Jen0 menjadi rapper dan penari utama NCT Dream yang luar biasa, ia memiliki awal yang baik di industri hiburan sebagai aktor / model cilik. Ia berpose untuk berbagai merek pakaian dan membintangi beberapa iklan sepanjang 2005-2012. Jen0 memiliki bakat akting yang matang sejak dini. Suatu kali selama pembuatan film untuk iklan Pulmuone dia tidak bisa menangis menggunakan isyarat, sehingga ibunya mengatakan kepadanya "Ibu akan pergi," yang membuatnya sangat kesal sehingga dia menangis. Dia bahkan mendapat peran kecil dalam film Korea Selatan, **Love Me Not (2006)** di mana dia memainkan karakter masa kecil pemeran utama dalam sebuah kilas balik cerita.

2013-2015

Meraih sukses di bidang ini, Jen0 punya mimpi berbeda. Penampilan dan bakatnya luar biasa ditemukan pada seseorang yang begitu muda, itulah sebabnya tidak mengherankan jika agensi hiburan mencari ibunya. Ibu Jen0 menolak tawaran itu, tetapi setelah mengetahui bahwa Jen0 sebenarnya ingin menjadi idol, dia mengizinkannya untuk mengikuti audisi SM Entertainment. Meskipun dia tidak memiliki latar belakang menari sebelumnya, dia dengan teliti belajar sendiri gerakan "Beautiful" SHINee selangkah demi selangkah dengan menonton video latihan menari. Kerja kerasnya membuahkan hasil dan dia masuk agensi pada tahun 2013 hanya tiga jam sebelum rekan satu grupnya di masa depan, Jaemin.

Saat dia berlatih, Jen0 mengambil inspirasi dari Bruno Mars yang dia kagumi karena kemampuan musik dan tariannya. Dia terus menyempurnakan keterampilannya dengan mengambil pengaruh dari dekat. Kai dan Taemin, penari terkenal, adalah panutan yang dia cita-citakan.



Dia juga mengagumi Yunho TVXQ yang dikenal karena ambisinya yang besar. Dia mengakui itu memang sulit, tetapi ia tetap berusaha untuk mencapai level itu suatu hari nanti. Tumbuh dewasa, dia menikmati melakukan banyak hal sendiri, tetapi sebagai trainee dia belajar pentingnya kerjasama tim dan mengandalkan satu sama lain.



Keterampilan Jenso sangat luar biasa sehingga dia menjadi salah satu dari tiga trainee pertama yang diperkenalkan sebagai bagian dari proyek grup, SM ROOKIES pada tanggal 3 Desember 2013 hanya beberapa bulan setelah memasuki perusahaan. Dia menjadi terkenal karena memiliki fitur yang mirip dengan Donghae Super Junior. Sedemikian, hingga SM bahkan mengunggah video dari keduanya yang mengambil foto bersama mengagumi kemiripan mereka satu sama lain. Berusia 13 tahun pada saat itu, dia menarik minat orang-orang tentang seberapa berbakat dia. Saluran YouTube SMTOWN juga memungkinkan penggemar untuk mempelajari lebih lanjut tentang kepribadian Jenso melalui konten SM ROOKIES mereka. Bersama dengan anggota yang lebih muda dari SR14B, Jenso diberikan kesempatan untuk meng-cover lagu "Growl" EXO di konser pertamanya selama SMTOWN Live World Tour IV di Seoul, Korea Selatan pada 15 Agustus 2014.

Pada 8 Juli 2015 diumumkan bahwa ia akan menjadi anggota pemeran acara yang ditayangkan kembali Mickey Mouse Club (2015) di Saluran Disney Korea. Ini menarik banyak perhatian karena pertunjukan aslinya memulai karir untuk banyak selebriti papan atas seperti Britney Spears, Christina Aguilera dan Ryan Gosling. Di acara itu, Jenso mendapat kesempatan untuk melakukan perjalanan, meng-cover lagu, dan menyelesaikan tantangan dengan sesama Mouseketeer. Mereka diajari cara melakukan siaran untuk pertama kalinya. Cover Jenso yang paling terkenal adalah "Replay" SHINee dan "Growl" EXO di mana kami akhirnya bisa mendapatkan pandangan dari lensa profesional tentang keterampilan menarinya.



Menggunakan pengalaman yang dia kumpulkan dari ini dan konser SMTOWN, dia membawa keterampilan dan pertunjukan ke SM ROOKIES 'SHOW dari 2015-2016. Dia menampilkan versi baru dari "Under The Sea" dari hari-harinya di Klub Mickey Mouse, menari bersama dengan anggota SR15B-nya.

2016

Setelah tiga tahun pelatihan, Jenso memulai debutnya pada 24 Agustus 2016 di NCT Dream, unit ketiga NCT, yang hanya terdiri dari anggota remaja. Single youthful dan upbeat mereka "Chewing Gum" sangat berbeda dari lagu unit NCT lainnya yang lebih gelap. Lagu-lagu mereka polos dan mencerminkan pertumbuhan mereka sebagai remaja. Selain fakta bahwa mereka adalah salah satu grup idol termuda yang debut pada saat itu, mereka menonjol dengan koreografi yang rumit disertai dengan hoverboard.



2017

Lima bulan kemudian, Jeno comeback dengan single NCT Dream mereka, "My First and Last." Lagu yang menarik ini memberi kemenangan acara musik pertama mereka pada 14 Februari 2017, yang menjadikan mereka unit NCT pertama yang membawa pulang peringkat pertama. Ini menanamkan kekuatan grup meskipun usia mereka masih muda. Sayangnya, karena dia kesulitan menghadiri kelas untuk Departemen Tari Praktis di Sekolah Seni Pertunjukan Seoul dan kegiatan idola, dia akhirnya memutuskan untuk meninggalkan sekolah untuk fokus pada jadwalnya. Ia pernah menjadi murid yang cerdas dan bahkan berada di peringkat 10 besar setelah belajar selama tiga hari. Dia kemudian menyelesaikan pendidikannya dengan belajar dan mendapatkan GED-nya.



2018-2019

As Jeno and the Dream members grew older, Seiring bertambahnya usia Jeno dan anggota Dream, suara mereka juga berubah. Ini adalah tahun transformatif bagi Jeno. Dia menunjukkan sisi yang benar-benar baru dan jantan darinya dalam comeback mereka "Go" yang jauh lebih gelap dibandingkan dengan lagu utama mereka sebelumnya. Single ini adalah bagian dari proyek NCT 2018 di mana Jeno sekali lagi memamerkan gerakan dance yang dinamis di tengah panggung untuk lagu "Black on Black".

Meskipun citra imut yang dia bangun belum sepenuhnya hilang. Jeno, Jaemin dan Renjun berkolaborasi dengan Yeri Red Velvet merilis lagu, "Hair in the Air" melalui SM Station. Ini adalah lagu promosi untuk acara tv **Trolls: The Beat Goes On (2018)**.

Ingin tumbuh sebagai idol, dia bercabang dan bereksperimen dengan tempat lain dalam industri hiburan. Sama seperti dia pernah sangat mengagumi MC nasional Korea, Yoo Jaesuk dia akhirnya menjadi MC program musik, The Show. Jeno menjadi pembawa acara tetap terlama bersama CLC Yeeun dari 22 Mei 2018 hingga 26 November 2019.



Di tahun ini NCT Dream juga meraih citra yang lebih global dengan melakukan beberapa kolaborasi internasional. Mereka berkolaborasi dengan artis Inggris, HRVY di lagu "Don't Need Your Love" dan "Up To You" dengan boy band PrettyMuch. Jeno bahkan dikirim ke luar negeri sebagai perwakilan bintang K-pop dengan anggota Jaemin dan Jisung di "K-Wave & Halal Show" di mana mereka bertemu dengan Presiden Moon Jaein.



2020–Present

Untuk comeback Reload mereka, NCT Dream bekerja keras, dengan Jenso yang berpartisipasi dalam penulisan lirik untuk lagu B-side, "Puzzle Piece". Dia menyatakan, "Saya senang mendapatkan kesempatan untuk mengungkapkan pikiran dan perasaan saya, dan berharap untuk terus melakukannya di masa depan." Mereka juga menduduki peringkat satu di platform streaming terbesar di Korea, Melon, dengan single utama urban trap "Ridin' ". Mereka menjadi unit pertama NCT yang pernah mendapatkan peringkat satu di situs musik lokal, sekali lagi membuktikan kekuatan mereka sebagai grup. Karena popularitas mereka, ada kekhawatiran tentang masa depan NCT Dream karena kelulusan empat anggota yang akan datang, termasuk Jenso, sudah dekat. Setelah diskusi panjang, SM mengumumkan pada 14 April 2020, penghapusan sistem kelulusan dan NCT Dream akan selamanya menjadi unit tetap. Mereka mengembalikan Mark Lee, anggota yang sebelumnya telah lulus dan NCT Dream menjadi tujuh anggota sekali lagi.



Tidak lagi harus khawatir tentang prestasi grupnya, Jenso fokus mempersiapkan proyek grup baru NCT 2020. Dia secara resmi memulai debutnya di NCT U dengan bait ikoniknya di "90's Love." Ironisnya, dia bahkan tidak lahir di tahun 90-an, tetapi berhasil menangkap esensi periode 90-an dengan mudah dan sempurna.



Pada usia yang sangat muda Jenso membuat keputusan hidup untuk mendedikasikan delapan tahun berikutnya dalam hidupnya dalam perjalanan kehidupan idol-nya. Keinginannya untuk mengejar mimpinya membuatnya menjadi Pemimpi ("Dreamer") pertama dari NCT yang diperkenalkan ke dunia. Sepanjang jalan, dia menjalin persahabatan seumur hidup bahkan dengan menyatakan dalam sebuah wawancara dengan Arena Homme +, "Saya tidak bisa membayangkan bagaimana rasanya tanpa mereka. Kami memiliki dunia kami sendiri." Saat ini, semoga Jenso melanjutkan untuk waktu yang lama dengan tim yang dia percayai dan kami mengharapkan yang terbaik untuk ke mana langkah selanjutnya akan membawanya.

Secara keseluruhan, seniman dengan haknya sendiri adalah pelopor waktu. Kreasi mereka menjadi bagian dari sejarah yang dikagumi dan diingat orang. Hanya seni dan musik mereka saja yang dapat membawa orang kembali ke momen penting pada waktu itu. Meskipun secara fisik kami tidak dapat kembali ke masa lalu, setidaknya artis seperti NCT dapat membimbing kami dan memutar kembali waktu pada pikiran dan perasaan yang kami alami saat mendengarkan musik mereka.



Parasocial Interactions are a phenomenon where a **one-sided relationship** is formed when a person extends emotional energy, interest and time, towards media personalities, despite the personality being unaware of the other's existence.

Anyone who identifies themselves as a fan of a media personality is in a parasocial relationship, where their interest ranges from fanart, to fan hosted events — such as cup sleeve — for their favorite celebrity. This relationship can either be beneficial or detrimental to the life of both the fan and artist, as harmful boundaries are crossed.

There are three levels to a parasocial relationship, and the further the fan progresses onto each stage, the stronger the connection between idol and fan becomes. The three stages are entertainment-social, intense-personal, and borderline-pathological. With the first stage existing for entertainment, the second stage starts forming an emotionally intense relationship, whereas the last stage is where the fan over-identified with the celebrity to the point their "fantasy" has become an uncontrollable behavior.

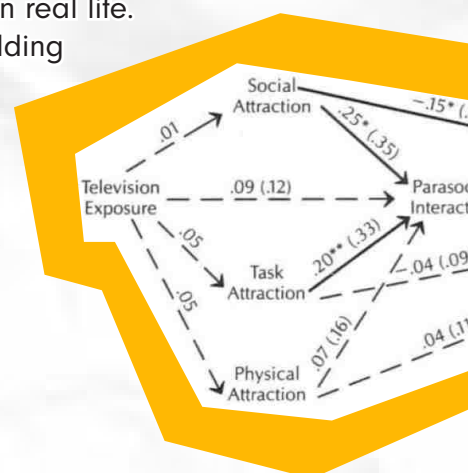
Within the K-pop industry, Korean entertainment companies have established a structure where a special relationship is formed between the

PARASOCIAL RELATIONSHIP IN K-POP: EMOTIONAL CAPITAL

BY Veronica Espinal | @minionyuta_

idols and their fandom, without either party knowing each other in real life.

The structure: the building of exposure, the physical attraction, the task attraction (voting, streaming), and social attraction, all contribute to and increase the relationship.



The exposure of the personal moments and struggles of idols for all fans to see feeds into the feelings of love and understanding towards them, which then leads to the social interaction fans constantly crave. As a result, this special bond has led to the establishment of **parasocial relationships**.

The K-pop industry has changed throughout the decades. When the Hallyu wave was pioneered, groups were promoted differently, the prominence was surrounding the mystery of the idol without much pry from fans. Fast forward to today's generation of idols, companies began to shift and develop different ways to promote their idols,

through using media to their advantage.

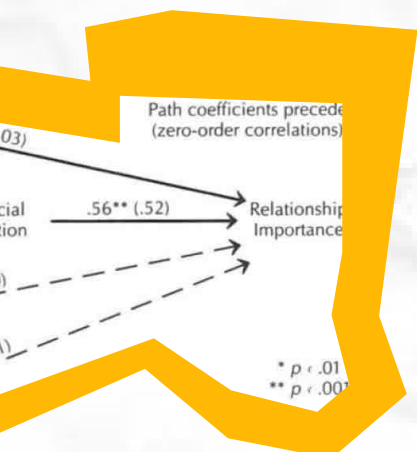
These entertainment companies **capitalize** heavily on the parasocial relationship they've enabled. Through the manufacture of their idols, they have established a sense of loyalty in fans to further grow their fanbase, while ensuring engagement. The continuous outpour of idol content, ranging from various comebacks in a year to concert footage released on DVD, all factor into building the structure of the parasocial relationship.

The consequence of marketing idols as a **commodity** enables fans to cross boundaries that are meant to protect both parties, and the relationship becomes blurred. Companies sell content where idols show a bit of normalcy, and fans invest in them because it gives them the feeling of relatability.

Kai H, a graduate student pursuing a Master's degree in East Asian studies — whose research includes studying the Koreans and Digital Humanities, along with completing his graduate thesis on the Parasocial relationship in K-pop — has seen the shift in the industry since he first became a fan in 2007. "The biggest contributor wasn't that idols put things on their social media and such — that had been happening for ages. In

SOCIAL RELATIONSHIPS

EMOTIONAL SUPPORT CAPITALISM



my personal opinion, what threw a bucket load of gasoline on the fire was **VLIVE**,” noted Kai. “It removed the time between content created and content posted. It removed the language barrier, it took labor from fan-translators. It made content super easy to find and tune into.”

The notion that one of the biggest contributors to this change has been Vlive is important because it’s another form of social interaction. It facilitates that false sense of social attraction that many (mostly foreign) fans are seeking but can’t reach.

“Bringing the idols closer than before, and because of the subtitling system, which is pretty quick if not almost instant, there is no reason to feel disconnected as a fan,” Kai expresses.

These companies have developed subscription-based applications to further foster this idea of social interactions, by allowing idols to send “personalized messages,” to fans as if they were texting each other. It’s interesting though, because even when fans are aware that these interactions aren’t really “reciprocal” — because it’s done to retain loyalty — they still find themselves engaging with the content, resulting in a connection that further strengthens that one-sided relationship.

Here’s where the problem arises, when that bond develops into an intense attachment built upon the emotional dependency of the fan towards the idol. Instead of the idol being a form of enjoyment, the idol is used as a form of escapism from the emotional currents within their lives, and the more time spent consuming content, the deeper the attachment becomes.

Once this attachment is set in stone, the relationship is on the brink of developing into the pathological stage, with some fans taking it to an extreme level and experiencing uncontrollable behaviors. The constant influx of content available to fans hasn’t given them

a chance to step away from the fandom life, instead, it’s created a space for them to slip into this borderline-pathological stage, forming a different kind of fan: **sasaengs**.

The birth of sasaengs has been a byproduct of their inability to control their intense emotions, and slip into an overly obsessive persona. Deluding themselves into thinking because they’ve invested time and money, they have a right to pry into the life of idols. Sasaengs have always been an existing problem, yet that hasn’t stopped them from seeking out idols in their dorms, mobbing them in airports, or stalking them during official and unofficial schedules. They resort to these borderline criminal acts because they have the desire to get recognized by the idols and stand-out against others in the fandom.

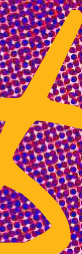
One of the biggest issues surrounding sasaengs is their possessive behavior with idols and the need to control every part of the idol’s life, especially when it concerns the love life of idols. When an idol’s dating life is



exposed in the media, sasaengs trend hashtags wanting them to leave their groups and turn to aggressively bash them on SNS, to the point they are forced to write apology letters to their fans. It's completely baffling, the idea that someone is crucified by those who claim to support them just because they've found love.



Companies themselves are responsible for enabling this behavior, as they have been promoting the "boyfriend/girlfriend" fantasy since K-pop's induction. The idea that idols have a "special bond" with their fans causes these uncontrollable delusions to manifest, which not only harms the fans to believe it to be real, but also causes harm to the idols because of the extremeness of the attack.



Even though measures are taken against them, sasaengs continue to prevail in the industry. Because of the massive power idols have over their fandom, fans are always longing for the constant updates on everything surrounding their idols — whether that is from official or non-official sources.

Knowing this, sasaengs use that attachment and exploit it for their own benefits, providing fans with what they deem as *exclusive* content — only available through them, which at times can result in monetary gain for them.

Despite all the negativity surrounding it, parasocial relationships within the K-pop

industry will continue to thrive because idols will always provide a source of happiness to fans who believe in the connection between them. As such, those people closest to the fans need to do their best in ensuring boundaries have been set that will prevent them from becoming too emotionally dependent on idols, and instead rely on those around them for support. Creating a safe space where fans can discuss issues important to them, guarantees that this connection with the idol remains at the entertainment-social level, and not slip into a level that will be detrimental for both idol and fan.

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MARK LEE HAS EXPOSED WHAT IT MEANS TO SUCCEED IN THE MUSIC INDUSTRY

Inspired by a recent trending altercation on Twitter, Neo Culture Technology and Marxist intersectionality has peaked the interests of even those outside of the NCT fandom. The arts, and more specifically music, have critiqued how capitalism is incorporated in the field even with its incorporation into the activity. This article will outline how Mark Lee opened up this much-needed discussion.

Is Mark a “successful” idol/artist? What is the metric for this? And how do we approach this in a globalized manner and a method unique to the Korean Pop subculture? How has the industrialization of music changed who we perceive as successful in this industry?

First, some background on the accomplished Mark Lee.

It is well documented that the Korean Pop Music industry is a very competitive space. For Mark to have debuted in one of the top and most influential companies in K-Pop, he must have worked very hard and challenged himself to meet and exceed their standards. SM is the pioneer of the infamous trainee system that has become the foundation of modern Korean pop and the stressful amount of work that is usually demanded at a very young age pushes many over their limits and it truly breaks many children hoping to become an idol. But, the brutal training period was only the tip of the iceberg for Mark — he has been divided between three subunits over two groups with collaborative endeavors, whose aim is to globalize and export Korean music to other marketable countries. This was over just four years, yet Lee considers being SM’s “pro-debater” a privilege.

Photo Source:
SM Entertainment

However, something we have to pause and consider is that SM Entertainment is no stranger to overworking its constituents. NCT recording videos themselves will display the skew towards Marks participation in albums. His debut at the ripe age of 16 years old does not make him the youngest. But to have such an extensive array of successful discography, performances, and television features in just 4 years makes him one of the hardest working idols with the highest number of debuts. Even if his work is not something done against his will, where we can agree is that Mark is a huge cog in the corporate machine by the way he pumps out million-selling albums.

NCT was long considered a failure by the Korean pop community, often, and unfairly, being compared to their giant label mates such as SHINee and EXO with album sales and music video views often being the measurement between “flop” or not. The colloquial term for capitalist comparison “outsold” also takes a problematic step in the wrong direction in artistic merit for multiple reasons.

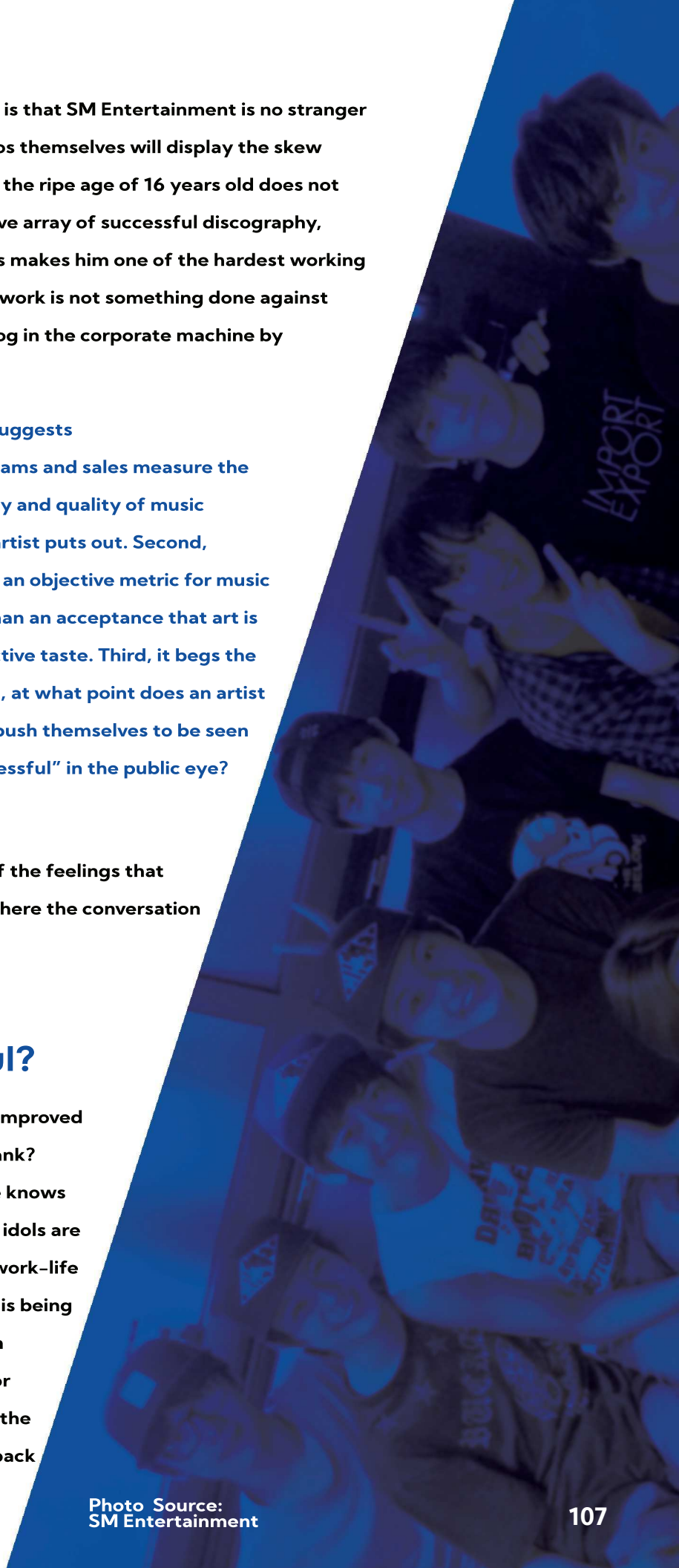
First, it suggests that streams and sales measure the capability and quality of music that an artist puts out. Second, it makes an objective metric for music rather than an acceptance that art is in subjective taste. Third, it begs the question, at what point does an artist have to push themselves to be seen as “successful” in the public eye?

It makes music disingenuous and almost dishonest if the feelings that invoke those songs were just business, and that is where the conversation relays back to Mark Lee.

At what point does he consider himself successful?

Streams, sales, net worth, experiment with sound, improved songwriting and composing his famous birthdays rank?

It could be a combination of all of them, but only he knows for now. The critical thing to note here is that these idols are pushing themselves beyond the brink of a healthy work-life balance — poor diet, sleep, and general well being is being reached to its limits in this sector. So, to put such an industrialist view and pressure on these musicians or idols aids the unhealthy and inauthentic lifestyle in the music industry. We, as supporters, should just get back to the center of music — the music.



TIPS TO DEVELOP GOOD SPENDING HABITS FOR KPOP FANS

By Aurora Rose Carpio | @heyaaurorarose

One thing that a K-pop fan must learn is to manage their spendings (especially when you're a multi!). Every now and then, the groups have their comebacks and new merchandise which means spending for us fans. Let us not forget the growing photocard collections. It is truly hard to be a K-pop stan without savings. This 2021, encourage yourself to be wise in spending your hard earned money and be a responsible spender! Here are a few tips on how we can handle our money.

1. KNOW THE DIFFERENCE BETWEEN YOUR NEEDS AND WANTS.

This is crucial and *fundamental* when you're handling your own money. It is *crucial* since how you will view these expenses will depend on your situation.

You may say that the photocard of your bias is a NEED but for others, it's only a WANT. It is fundamental because this is where your smart spending starts. To help you classify the difference between the two, always ask yourself: *Is this item useful for me in the long run?* Make sure that these items are practical and that they do not just give you emotional satisfaction.

Bear in mind that the items that you only want won't give you the same satisfaction after a few months. But the items that you need will still be useful even after a long run.

2. DO THE 50:40:10 RULE

This is a personal rule that has been very effective for me. I recommend this to everyone most especially to the working class who have a monthly inflow of money. The proportions mean 50% for expenses, 40% investment/savings, and 10% luxury expenses. The half of your salary will be allocated for your monthly expenses (e.g. electricity, water, rent, food, etc.). Taking into consideration that you have already computed how much you usually spend on these commodities. Only 10% will be allotted for those items you don't usually buy - your wants. Limiting and proportioning your income can be very helpful in saving money since you won't be spending more than your allocated budget.

3. LEARN TO MANAGE YOUR CASH.

Ms. Emelyn, a Certified Public Accountant for 10 years and owner of a K-pop shop called NUNUNA-NA, mentioned in an exclusive interview that you have to spend only the excess in your cash budget. *"Spend only what you earn."* Avoid using credits or money that is not yet in your hands because it will lead to overspending. For example, you're expecting you'll be getting your salary in a few days, so you decided you can pre-order a merchandise and pay for it later. Once you receive your salary, you might get short on cash because you have something you haven't paid yet from last month. This is a bad sign of managing cash and will eventually lead to debts.

4. KNOW THE VALUE OF YOUR ITEMS

When it comes to investing, our accounting expert reminded us that, *"By the end of the day, everything depreciates. So if you're going to make an investment in your collection, you might want*

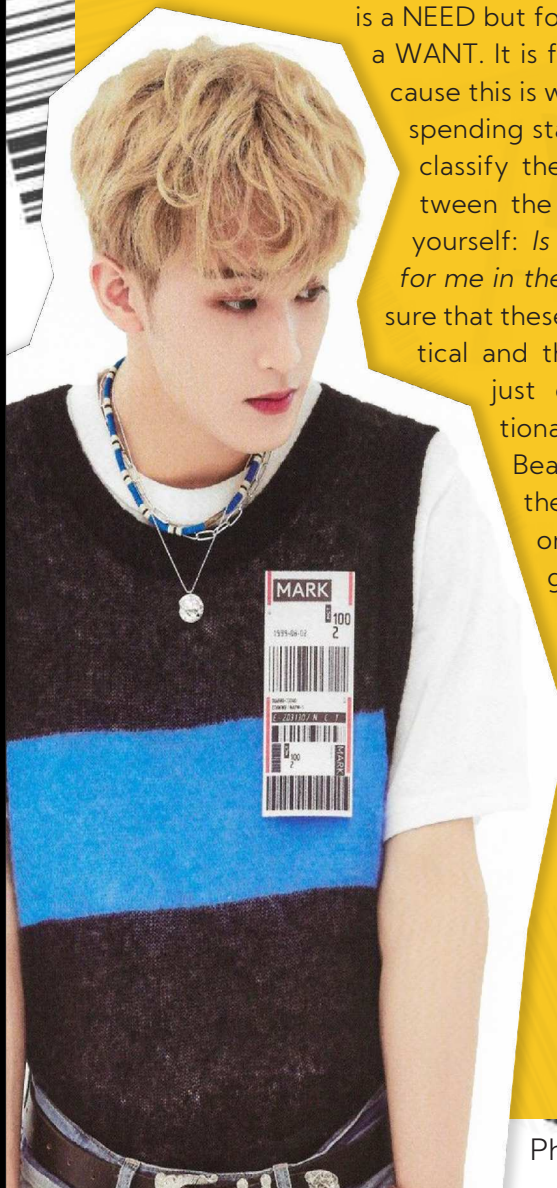


Photo source: SM Entertainment

to re-sell it after 1-2 years but if you're planning to keep it with you, then don't buy too much." Another great tip from an interview with Ms. Regine, a marketing graduate and the owner of NCT 296 PH K-pop shop, is that it would be best to look out for the price of the items most especially during discount season like year-end sales, *"If they have enough budget for the year-end sale then go buy it (at that time) since stocks are not always available and ready and they might miss out on the chance to buy the merchandise they want."* So always be mindful of the prices of your items!

5. CREATE A LIST OF YOUR SPENDINGS.

Using an extra notebook or an excel file sheet, you should always track your spending. This is a great way to see how much you have left in your budget and if you have pending orders that you haven't paid yet. You just need to be consistent and organized about it.

6. HAVE A SEPARATE SAVING SPACE.

If you have trouble following your budget because you always overspend what's on your hand, then this is the perfect tip for you. For cash on hand, you may have different envelopes designated for different portions of your budget. This will help control what you spend because you will only use the money you are seeing. This comes best when you have a separate bank account for your expenses and savings. When your expense account has reached a 0 balance, then it is a sign for you to stop spending and you can't take the money that is left on your savings account.

At the end of the day, you make your own choices and you control what you earn but developing good spending habits comes in handy as money is meant to be spent. As fans, there are still other ways to support our favorite artists aside from spending a lot of money for purchasing their albums and merchandise. After all, these collections are just luxuries that not everyone can afford because basic needs always come first. So don't stress if you don't have your bias' photocard with you and if you are one of the collectors, just enjoy the process of collecting as nothing in this world can buy the memories that comes with your collection.

DONE DECIDING WHICH NCT MERCHANDISE TO BUY? WE FEATURED SOME SELLING ACCOUNTS MANAGED BY NCTZENS IN ADVERTISING [HERE](#)

7. PAUSE AND THINK METHOD

Whenever there is a new photocard of our bias, we always feel that we need to get our hands on it as soon as we can. It's normal to be excited but when you're trying to develop good spending habits, you have to pause and think. Impulsive buying is one of the reasons why we spend more than what we can. A lot of times, a photocard's market price decreases a few months after the release. Thus, it is important to give yourself time to think if you want to buy something you want. If more than 10 days have passed and your excitement over an item is gone, then it is a good reason not to buy that item anymore. Learn to wait.

8. SPENDING TIPS FROM THE MARKETING POINT OF VIEW

According to the interview with Ms. Kristen, who currently works in advertising sales, *"Marketers are still people and most of them will tell you to find what works best for you. If you think you need something, then get it. Obviously I'm going to want you to spend money but if you lose your livelihood from spending, then you're no good to me and my company. If you can't buy, then there's no point in trying to market something towards you. Don't go broke but also buy, buy, buy."* It's always a give and take on both the seller and buyers and as the other marketing expert, Ms. Regine said *"It is the marketing's job to sell items, even if you don't need it. We have to entice the customers."*

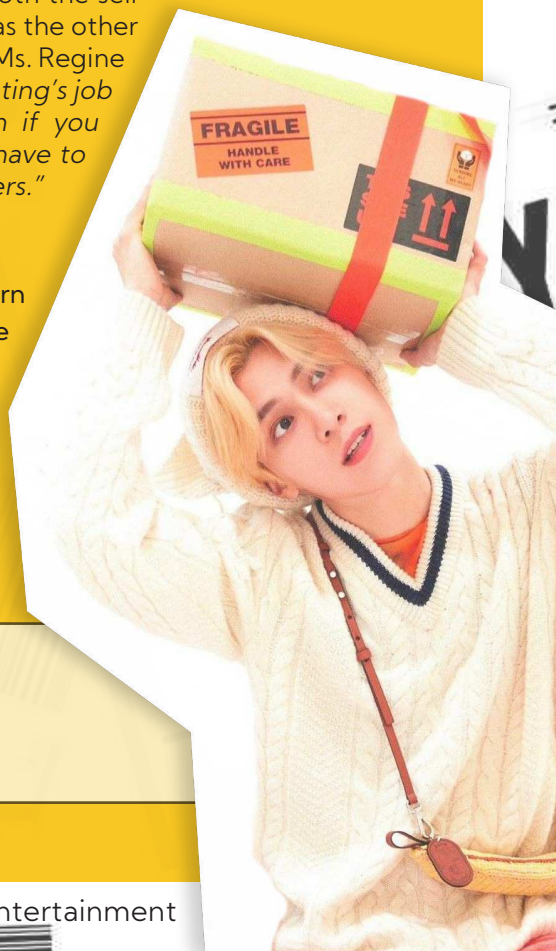


Photo source: SM Entertainment

PETUA-PETUA UNTUK MENGEMBANGKAN TABIAT PERBELANJAAN YANG BAIK UNTUK PEMINAT-PEMINAT K-POP

Ditulis oleh Aurora Rose Carpio | @heyaaurorarose
Diterjemahkan oleh Yuni | @SUNFLWRSY_

Satu perkara yang seorang peminat K-Pop perlu pelajari ialah untuk mengendalikan perbelanjaan mereka (terutamanya jika anda adalah seorang multi!). Dari dulu hingga sekarang, kumpulan-kumpulan tersebut akan mempunyai kemunculan semula (comeback) mereka dan barang-barang (merchandise) baharu dimana bermaksud perbelanjaan kepada kita, para peminat. Jangan lupa jugapadakoleksi-koleksi photocard yang kian bertambah. Ianya adalah sangat susah untuk menjadi seorang peminat K-Pop tanpa simpanan. 2021 ini, galakkan diri anda untuk menjadi bijak dalam membelanjakan duit yang dihasilkan dan menjadi pembelanja yang bertanggungjawab. Disini adalah beberapa petua untuk bagaimana kita boleh kendalikan duit kita sendiri.

1. TAHU PERBEZAAN ANTARA KEPERLUAN DAN KEMAHUAN ANDA.

Ini penting dan asas apabila anda menguruskan wang anda sendiri. Ianya penting kerana bagaimana anda akan melihat perbelanjaan-perbelanjaan ini akan bergantung kepada situasi anda. Anda mungkin

akan kata yang photocard bias anda adalah satu KEPERLUAN tetapi bagi orang lain, ianya hanyalah satu KEMAHUAN.

Ianya asas kerana di sinilah permulaan perbelanjaan pintar anda bermula. Untuk membantu anda mengelaskan perbezaan antara kedua itu, sentiasa bertanya kepada diri anda sendiri: Adakah barang ini berguna

untuk saya dalam jangka masa panjang? Pastikan yang barang-barang ini hanyalah praktikal dan tidak hanya memberikan anda kepuasan emosi. Ingatlah bahawa barang-barang yang anda hanya mahukan tidak akan memberi anda kepuasan yang sama setelah beberapa bulan. Tetapi, barang-barang yang anda perlukan akan kekal berguna walaupun sudah sekian lama.

2. BUAT PERATURAN 50:40:10

Ini adalah peraturan peribadi yang telah menjadi sangat efektif buat saya. Saya mencadangkan ini kepada semua orang terutamanya kepada golongan pekerja yang mempunyai aliran wang masuk bulanan. Perkadaran tersebut bermaksud 50% untuk perbelanjaan, 40% untuk pelaburan / simpanan, dan 10% untuk perbelanjaan mewah. Separuh daripada gaji anda akan diperuntukkan untuk perbelanjaan bulanan anda (seperti bil elektrik, bil air, sewa rumah, makanan dan lain-lain). Dengan mengambil kira bahawa anda telah menghitung berapa banyak yang biasanya anda belanjakan untuk komoditi ini. Hanya 10% akan diperuntukkan untuk barang-barang yang anda selalunya tidak beli – kemahuan anda. Mengehadkan dan membuat perkadaran pendapatan anda boleh menjadi membantu dalam penyimpanan wang kerana anda tidak akan belanja lebih daripada bajet yang telah diperuntukkan.

3. BELAJAR BAGAIMANA UNTUK MENGENDALIKAN WANG

Ms. Emelyn, seorang Akauntan Awam Bertauliah selama 10 tahun dan pemilik sebuah kedai K-Pop yang dipanggil NUNUNANA, menyebut dalam temu bual eksklusif yang anda harus membelanjakan hanya lebih daripada bajet wang anda. "Belanja hanya apa yang anda dapat." Elakkan daripada menggunakan kad kredit ataupun duit yang masih belum ada di tangan anda kerana ianya akan mendorong kepada perbelanjaan secara berlebihan. Sebagai contoh, anda menjangkakan bahawa anda akan dapat gaji anda dalam beberapa hari lagi, jadi anda memutuskan yang anda boleh pre-order barang (merchandise) dan bayar untuknya kemudian. Sebaik sahaja anda menerima gaji anda, anda mungkin akan kekurangan wang disebabkan anda belum bayar lagi dari bulan lepas. Ini adalah satu petanda buruk dalam menguruskan wang

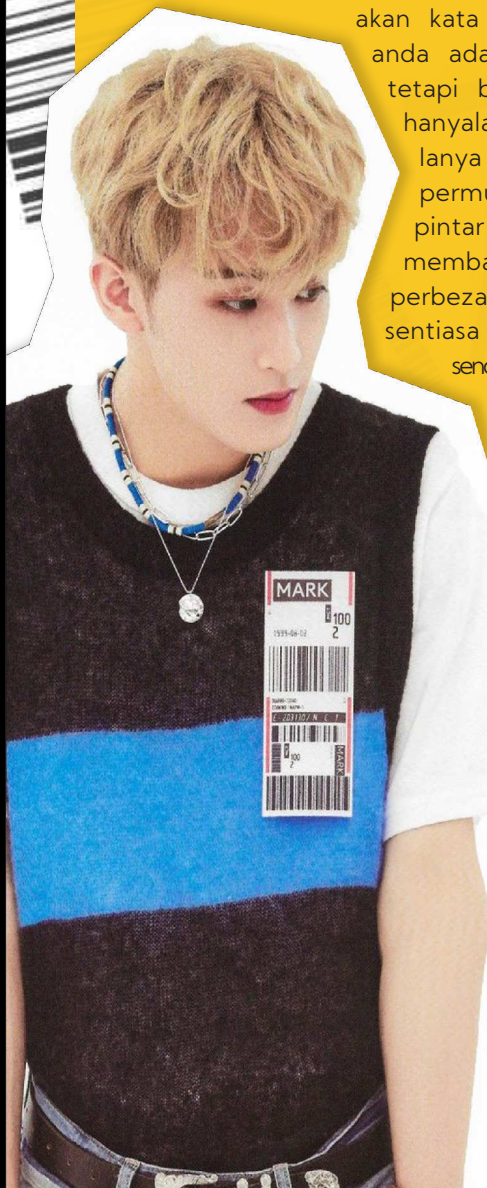


Photo source: SM Entertainment

dan akhirnya akan menyebabkan hutang.

4. TAHU NILAI BARANG-BARANG ANDA

Ketika melabur, pakar perakaunan kita mengingatkan kita yang, *"Pada penghujung hari, semua akan menyusut nilai. Jadi, jika anda ingin membuat pelaburan dalam koleksi anda, anda mungkin ingin menjualnya semula setelah 1 hingga 2 tahun tetapi jika anda bercadang untuk menyimpannya dengan anda, jangan membeli terlalu banyak."* Satu lagi petua yang bagus daripada satu temubual bersama Ms. Regine, seorang lulusan pemasaran dan pemilik NCT 296 PH Kpop Shop, adalah yang ianya akan jadi terbaik untuk melihat harga barangan paling terutama sekali semasa musim diskaun, seperti penjualan akhir tahun. *"Sekiranya mereka mempunyai bajet yang cukup untuk penjualan akhir tahun itu, maka belilah (pada masa itu) memandangkan stok tidak selalunya akan ada dan tersedia dan mereka mungkin akan kehilangan peluang untuk membeli barangan (merchandises) yang mereka mahu."* Jadi sentiasa perhatikan harga barangan anda!

5. BUAT SENARAI BAGI PERBELANJAAN ANDA

Menggunakan buku nota kosong atau fail excel, anda sepatutnya mengesan perbelanjaan anda. Ini adalah cara yang baik untuk melihat berapa banyak yang anda tinggal dalam bajet anda dan jika anda mempunyai pesanan belum selesai yang anda belum bayar, anda hanya perlu konsisten dan teratur mengenainya.

6. MEMPUNYAI TEMPAT PENYIMPANAN YANG BERLAINAN

Jika anda mempunyai masalah untuk mengikut bajet anda kerana anda sentiasa terlebih berbelanja apa yang berada di tangan anda, ini mungkin adalah petua yang sempurna bagi anda. Untuk duit yang berada di tangan, anda mungkin mempunyai sampul yang berlainan untuk bahagian-bahagian yang berbeza dari bajet anda. Ini akan membantu untuk mengawal apa yang anda belanjakan kerana anda akan hanya menggunakan duit yang anda

nampak sahaja. Ini lebih terbaik jika anda mempunyai akaun bank yang berlainan untuk perbelanjaan dan simpanan anda. Apabila akaun perbelanjaan anda telah mencapai 0 baki, ianya adalah satu petunjuk bahawa anda perlu berhenti berbelanja dan anda tidak boleh mengambil wang yang tinggal daripada akaun simpanan anda.

7. KAEDAH BERHENTI SEKETIKA DAN BERFIKIR

Apabila ada photocard bias kita yang baharu, kita selalu merasakan yang kita perlu dapatkannya di tangan kita secepat yang kita mampu. Ianya normal untuk berasa teruja tetapi apabila anda ingin mengembangkan tabiat perbelanjaan yang baik, anda harus berhenti seketika dan berfikir. Pembelian secara impulsif adalah salah satu sebab kenapa kita berbelanja lebih daripada apa yang kita mampu. Sering kali, harga pasaran photocard akan menurun beberapa bulan setelah pengeluarannya. Oleh demikian, ianya adalah penting untuk memberi diri anda masa untuk berfikir jika anda hendak membeli sesuatu yang anda mahukan. Jika lebih daripada 10 hari telah berlalu dan keterujaan anda terhadap barangan tersebut sudah hilang, ianya adalah sebab yang bagus untuk anda tidak beli barangan itu. Belajar untuk menunggu.

8. PETUA BERBELANJA DARIPADA SUDUT PANDANGAN PEMASARAN.

Menurut temubual bersama Ms. Kristen, yang kini bekerja di dalam penjualan iklan, *"Para pemasar adalah orang juga dan kebanyakan mereka akan memberitahu anda untuk mencari apa yang sesuai dengan anda. Jika anda fikir anda perlukan sesuatu, dapatkannya. Jelas bahawa saya ingin anda membelanjakan wang tetapi jika anda kehilangan sara hidup anda daripada berbelanja, maka anda tiada baiknya buat saya dan syarikat saya. Jika anda tidak boleh beli, maka tidak ada gunanya dalam mencuba memasarkan sesuatu kepada anda. Jangan sehingga tiada duit tetapi juga beli, beli, beli."* Ianya selalu memberi dan menerima (give and take) bagi penjual dan juga pembeli serta pakar pemasaran yang lain, Ms. Regine berkata, *"Ianya adalah kerja pemasaran untuk menjual barangan, walaupun anda tidak memerlukannya. Kita harus menarik pelanggan."*

Pada penghujungnya, anda yang buat pilihan anda sendiri dan mengawal apa yang anda dapat tetapi mengembangkan tabiat berbelanja yang baik sangat berguna kerana wang sepatutnya perlu dibelanjakan. Sebagai peminat, terdapat cara-cara lain untuk kita menyokong artis-artis kegemaran kita selain daripada menghabiskan banyak wang untuk membeli album-album dan barangan (merchandise) mereka. Lagipun, segala koleksi-koleksi ini hanyalah kemewahan yang tidak semua orang mampu kerana keperluan asas sentiasa diutamakan terlebih dahulu. Jadi, jangan tertekan jika anda tidak memiliki photocard bias anda dengan anda dan jika anda salah seorang daripada pengumpul, nikmati proses pengumpulan tersebut kerana tiada apa pun di dunia ini yang boleh membeli kenangan yang ada bersama koleksi anda.

THE RETURN AND SIGNIFICANCE OF K-POP'S 2ND GEN ARTISTS IN 2021

By Chyenne Tatum | @chyandblack

The globalization of K-pop over the last four years has undoubtedly resulted in one of the largest Western influxes of new fans, specifically those of a younger demographic who have grown up social media savvy—Gen Z. If K-pop is a relatively new experience for you, then you're probably already familiar with powerhouses like NCT, BTS, BlackPink, and ITZY. But for the ones who have hung around the K-pop scene long enough, your most beloved groups might still be the reigning kings and queens of second-generation idols — SHINee, 2NE1, BIGBANG, Girls' Generation, etc. For years, there have been polarizing discussions amongst fans as to whether or not newcomers need to check out groups who are considered veterans in the industry — after all, many of them did inspire the young artists of today. Luckily, 2021 seems to be shaping to be an interesting year for both newbies and returning stans.

The second generation of K-pop is said to have started in 2003 with the debut of TVXQ in SM Entertainment and marked the revival of the K-pop industry after previous acts such as H.O.T

and S.E.S had declined in popularity, with the former disbanding in 2001. It also solidified K-pop's presence in other countries across East Asia, where more groups started seeing outstanding commercial success, particularly in Japan and China — although BoA had already been ahead of that curve in 2002. A lot of what we know K-pop to be today, including the personal connection between artists and fans, was formed and perfected during the 2000s and continues to evolve with the expansion of culture and technology.

Since this expansion and the rise of younger idols, many veteran groups ended up losing members or eventually would disband altogether (Sistar, Wonder Girls, 4Minute). However, many of the most popular boy groups of the time have been on hiatus due to the military service mandate in Korea and are slowly reforming for what appears to be some of the most epic comebacks of 2021. Here's a list of the second gen's finest men who are finally scheduled to return with new music after the respective hiatuses and how they've impacted the industry thus far:

Photo source:
SM Entertainment

“View” and “4 Walls”, respectively. Whether it’s contemporary R&B, dubstep, or electro-house, SHINee’s willingness to venture out into the unknown is part of what makes them so appealing and unpredictable. Even with their solo works, each member has been able to define who they are as individual performers and artists by inviting the audience to get to know them on a more personal and emotionally intimate level — Taemin’s *Never Gonna Dance Again* and Jonghyun’s *Poet / Artist* are two prime examples of deep, out-of-body experiences in music. With the “SHINee Trend” influencing entertainers all over Korea, both sonically and stylistically, we can certainly expect to see another boundary being shattered as the legend continues.

SHINee and its former sister group, f(x), dominated the electronic music scene in the early 2010s and both went on to popularize the deep house trend in Korea in 2015 with

114

이 니 샤 이 니



사 원

2PM

2PM

2PM

2PM

2PM

2PM

HOTTEST HOTTEST HOTTEST

The six-piece group has been on official hiatus since 2017 with members Jun. K, Chansung, Taecyeon, Wooyoung, and Junho fulfilling their service duties after the release of their sixth studio album, *A Gentlemen's Game*. With almost all of the members currently discharged, 2PM is expected to make their comeback after main vocalist Junho returns in March.

While SHINee executes sharp and precise choreography, 2PM is most known for heavily incorporating acrobatics into their dances and portraying a more masculine image than most boy



groups from their generation. Despite the controversy in 2009 surrounding their former leader, Jay Park, 2PM rose in popularity across Korea and Japan with electronic dance hits like “Again and Again” and “Hands Up” — the latter still being considered a party anthem and is guaranteed to get people on the dance floor. Among other staple tracks, “My House” is one that many young idol groups cannot stay away from when paying homage to their seniors — everyone from TWICE’s Momo to SF9’s Youngbin has posted dance covers of the suave choreography. In 2020, “My House” unexpectedly rose in popularity five years

after its release, leading to a spike in views on the official music video and JYP Ent. releasing a bonus concert performance of the song in response.

With most of the members having several solo albums under their belt and the group leaning more towards smooth, sexy R&B these days, it’ll be interesting to see where their creativity takes them next in 2021.

BIGBANG



Photo source:
YG Entertainment



There isn't much that needs to be said about BIGBANG — the name itself can be heard from every corner of the world with the drop of a dime. The four members were initially scheduled to make their long-awaited comeback at Coachella 2020, but of course, the event was swiftly canceled due to the COVID-19 pandemic. Regardless, reports have confirmed that plans for both a BIGBANG album and a solo G-Dragon release are underway for the new year. This will be a huge deal for YG Entertainment and the K-pop industry as a whole, as BIGBANG have set record-breaking standards and have torn down idol stereotypes since their debut in 2007.

While most groups were seen as "manufactured", the members of BIGBANG took creative control over their music in terms of writing and production to ensure that the music they made was reflective of their taste and artistry — this can especially be seen in solo works, such as Taeyang's very successful career with R&B. In terms of style,

G-Dragon exhibits every facet of what a fashion icon is and should be right down to a tee, collaborating with brands like Chanel, Vogue, and even started a brand of his own titled Peaceminusone. He's always had a way of turning even the most outlandish outfits into tomorrow's new trend without even batting an eyelash — a truly fascinating ability.

The group's last studio album, MADE, was released a whopping four years ago now in December 2016. With Taeyang, T.O.P, Daesung, and G-Dragon all in attendance for this upcoming release, K-pop will surely experience yet another shift in dynamics by the end of the year as one of the best-selling bands in the world returns to the throne.

V.I.P

V.I.P

V.I.P

V.I.P

V.I.P

V.I.P

V.I.P

HIGHLIGHT



Photographed by
Karen May

Formerly known as the six-member group Beast under Cube Entertainment, the remaining four members have been promoting as Highlight since 2017 when they departed from Cube and established their label, Around Us Entertainment. Initially overlooked upon debuting in 2009, Korean media outlets were not impressed by the group and quickly dismissed their talents. However, with the success of their early tracks like "Mystery", "Fiction", and "On Rainy Days", Highlight was able to win over not only the industry but also the Korean and Japanese public and are now one of the most awarded groups of all time for the major Korean award shows.

Members Doojoon, Yoseob, Gikwang, and Dongwoon have all participated in their solo endeavors, but now that they've all completed

WOLFE



LIGHT LIGHT LIGHT LIGHT

LIGHT LIGHT LIG

completed their mandatory enlistments, this will be their first group release three years since the *Outro* EP.

Although these are only a handful of active acts from the second generation, there are plenty of others who have been active for a while now and have hardly missed a beat — TVXQ, Girls' Generation (mainly as soloists), Super Junior, APink, and HyunA. It's reassuring to know that some of our favorite artists are only getting better with age and continue to strive in creating music that people of all ages and ethnicities can enjoy. There's no shame in discovering K-pop and wanting to know more about the pioneers of the industry, even if it doesn't turn out to be your cup of tea. But, if you're looking for some blasts from the past but with a more modern take, then your time is now.

Building a Community in NCity with the Admins of @NCT127COM

Running a fan-account is no easy feat, and creating a community around one is even greater. EnVi chatted with the admins of one of NCity's favorite fan-accounts about what inspired them to create @NCT127COM on Twitter and what the accounts future holds.

By Sarah Bathk| randomfandomme

Admin Chi

Biases: Jaehyun, Johnny, and Doyoung
Fav Album: Neo Zone
Fav Song: Nonstop
Fav MV: The 7th Sense

Admin RJ

Biases: Mark, Xiaojun, Yangyang, and Jisung
Fav Album: Limitless
Fav Song: Punch
Fav MV: Regular (Chn. Ver.)

Admin Jazz

Bias: Jaehyun
Fav Album: Cherry Bomb
Fav Song: Good Thing
Fav MV: Simon Says

Admin Espy

Bias: Mark
Fav Album: Limitless
Fav Song: Chain
Fav MV: Chain

Admin Noir

Biases: Haechan and Taeyong
Fav Album: We Young
Fav Song: No Longer
Fav MV: Simon Says

Admin Kay

Bias: Johnny, Xiaojun, and Haechan
Fav Album: Neo Zone
Fav Song: Fool
Fav MV: Chain or Moonwalk

Admin Bri

Biases: Mark and Yuta
Fav Album: Limitless
Fav Song: Back 2 U
Fav MV: My First and Last

Admin Star

Bias: Jaehyun
Fav Album: Awaken the World
Fav Song: Superhuman
Fav MV: Superhuman



ENVI: So starting at the beginning, how did you all meet, and how did the account get started?

Admin Star: One of the earlier admins, Tay, put us all into a groupchat because she was interested in doing something and we originally started out with a streaming party. So we did that and thought "Well this is fun, we should do more events for the community since it brings us together." We were tired of fighting on Sundays and [said] "We need to do something else!"

Admin Noir: I found out through the NCT Kickback and one of my selfies blew up through the hashtag, and that's how I met Star. She put me in the committee with the rest of the group, and that's how I got to know them.

ENVI: One of your first big projects was the NCT Family Feud. How did you come up with that?

Admin Star: We did the Kickback, and someone suggested that we should do a Family Feud or Jeopardy type of game, so we were like "We should figure this out. Let's get together and figure this out." That's how we got that idea. Everybody pitched in, but the original idea was given to us and we brought it to life.

ENVI: What were your thoughts after it blew up? Was there any kind of pressure to keep it up?

Admin Noir: I think what really set it off was when we trended. I think we were number one. I think that's when we realized "Oh yeah, we gotta do more, we gotta do more." We realized like this is one of the

only things that brought NCity together to stop us from fighting all the time. I think we're one of the reasons why NCity gets along [more] and doesn't fight as much every Sunday as they used to.

ENVI: After NCT Family Feud, your next big project was the Neoronpa AU. How did that come about?

Admin Noir: This is how Neoronpa actually came to be. Star and I are really REALLY big Danganronpa stans, and so we pitched that we should do a murder mystery or something like that. So we sent out a poll and everybody chose murder mystery. We thought "Danganronpa is basically a murder mystery, why don't we just add NCT into it?" So that's when Bri came up with the title "Neoronpa."

ENVI: After Neoronpa, you did Neo Drama Island. Could you talk about how that character design happened? It really captured NCity!

Everyone: Chiii! That was Chi!!

Admin Chi: I'm the most recent member, since I applied to be an artist, so Neo Drama Island was the first project I got to work on. So we randomly threw that idea out there at one of my first meetings, and...I started comparing the [NCT] members to existing characters from Total Drama Island as a joke, but then it actually turned into reality! So I would assign a member to an already existing character, and then I would redesign them to look like the actual [NCT] member.

ENVI: Possibly one of the most memorable things that came out of Neoronpa was the fantastical demises all the characters met—

ENVI: Out of all the things you've done, what have been your favorite projects for each of you?

Admin Kay: If I recall correctly, we based a lot of what actually happened in the Danganronpa game, like how Mark got turned into a basketball. Someone in the game actually gets turned into butter, and so we wanted to make it similar, but not the exact same.

Admin Noir: Mine was Neoronpa.

Admin RJ: I liked Neoronpa because I really like all the memes and hashtags everybody came up with. It was so much fun. I also really like the Kickbacks, since it's a bit of a personal thing.

Admin Espy: Half of us hadn't seen it, Star and Noir were caught up all the way, and then I went back and watched it and it was really good! We all watched it like right before it came out so we would know what was going on.

Admin Bri: One of my favorites was the blockparty when I had to design the street flier that you see when people are trying to promote their parties. It took me a minute, but I had a lot of fun designing that.

Admin Kay: That was the case for me too. I didn't get into Danganronpa til after the first Neoronpa, and then I went back and it all made sense!

ENVI: Those are all such amazing things in NCity. What is it like interacting with NCity on a larger scale, and what does it mean to you to bring people together when we are so often divided?

Admin RJ: For me with the Twitch streams I was doing like the NCT World 2.0 streams and Kickbacks, it was just really relieving, especially since quarantine was so difficult. Being able to get on Twitch, and be with people and have them commenting along was a lot of fun.

Admin Jazz: I really like that it was like a distraction during quarantine, especially for NCTzens at home. Especially since we did it during the summer, no one was going anywhere, and people didn't have much to do, and I'm glad we could make a distraction. Interacting with NCTzens was just really fun, and having Neoronpa as a hobby was really cool because then everyone was focused on that and no one was fighting like before.

ENVI: What are your favorite moments and the little interactions with each other and in NCity that make it all worth it?

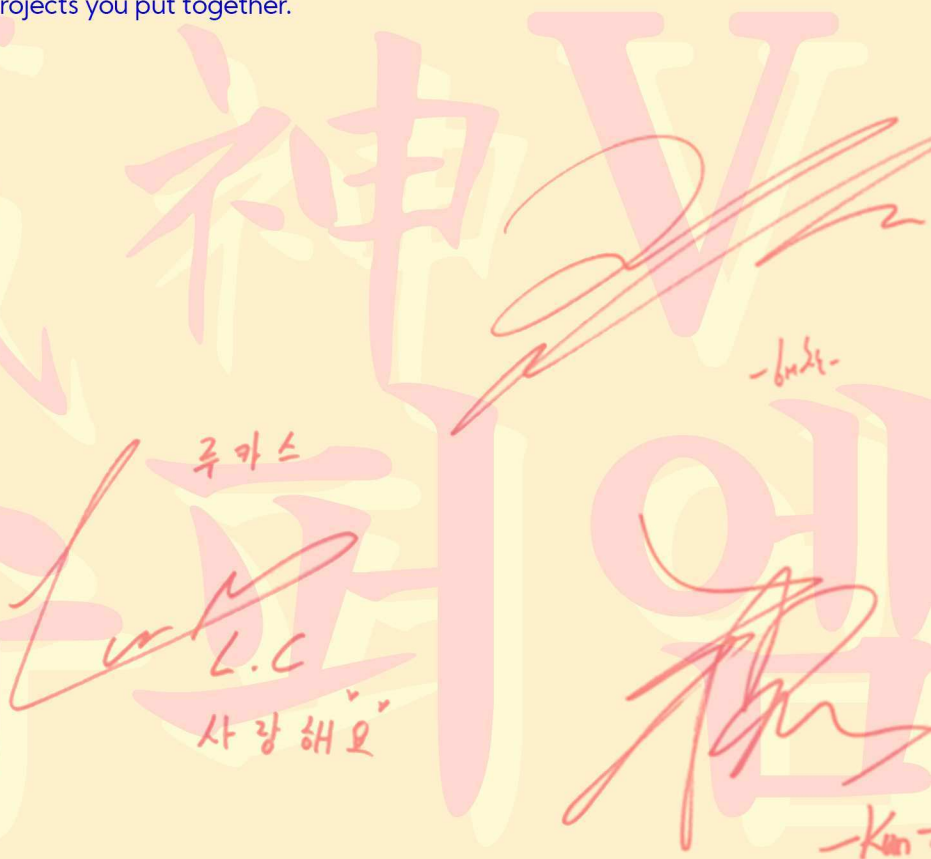
Admin Espy: It's 2021, and we're all a little sad. NCT is usually my go to, my green-light, and now I don't just have NCT, but because of NCT I have these wonderful friends to talk to. I feel comforted and I love them. I talk to them every day about literally anything, [un]til even four in the morning.

Admin Noir: Past K-pop, past NCT, this group chat is so genuine with each other and we really do care [for] and love each other. Even though we do have our moments...I don't know what I would do without the committee. They're the best thing that's ever happened to my life.

ENVI: I can tell you all really care about bringing NCity together and creating a place to have fun together, so with that being said, what are your future plans for the account, if you can tell us anything?

Admin Star: ...We don't wanna give away too much. We're kind of like NCT, moving in secrecy, dropping random stuff that doesn't make sense, and then you catch on when you catch on. You should definitely expect something exciting in the future. We're gonna be doing more things, and each one is gonna be bigger than the last.

ENVI: Well, thank you all for taking the time to talk with me. It's been amazing seeing how you all are so close and like to do good for NCity with these projects you put together.



TAEYONG
SOLO:DREAM, DESIRE AND
DEMAND

BY: LA | @GTROUBLEARTIST

On November 11, 2019, with red lighting and bass blaring, Taeyong confidently commanded the stage with his rap and dance for his solo song "GTA" for the first time. He appeared in a black mask, a glow in the dark t-shirt, and gloves, followed by sirens to open his well-delivered rap.

The song sounded aggressive yet playful, choreographed with a full character arc. Taeyong pretended to fight with his backup dancers, escaped toxic gas where he delivered a unique coughing ad-lib, and in the end, he got caught and carried off the stage.

He delivered this captivating stage 12 times during the first SuperM Tour, each with subtle differences, yet the same greatness that received praise in several articles. His solo stage made such an impact that he was deemed to find success in America if he were to ever tour with American hip-hop artists.



THE DREAM

"GTA" is not the first solo stage Taeyong has ever done. Two years before his official debut as the leader of K-pop group NCT, he performed his solo rap song "Open The Door" during the 2014 SMTOWN in Shanghai. At 19-years-old, Taeyong said his dream in the future is to release his own album. "It might be ten or even 20 years from now, but I'm really looking forward to it."

In 2019, Taeyong released his solo track, "Long Flight," under the SM Station, which gave listeners a chance to experience the rapper's sweet vocals. He publicly showcased his producing skill leading up to the release, which was well-received by the general public and music critics. Popular and respected music critic, Kim Youngdae, complimented Taeyong's ability to naturally tell a story through both rap and vocal delivery. "Long Flight" also charted in 40 countries on K-pop iTunes upon release.

In an interview with Harper's Bazaar, he mentioned how it came down to releasing either sweet, melodic "Long Flight" or rap-song "GTA" as his first single. Ultimately, he went with "Long Flight" and "GTA" became his solo under SuperM. Given the vibe and delivery of those two songs are completely different genres shows how versatile he is as a musician.

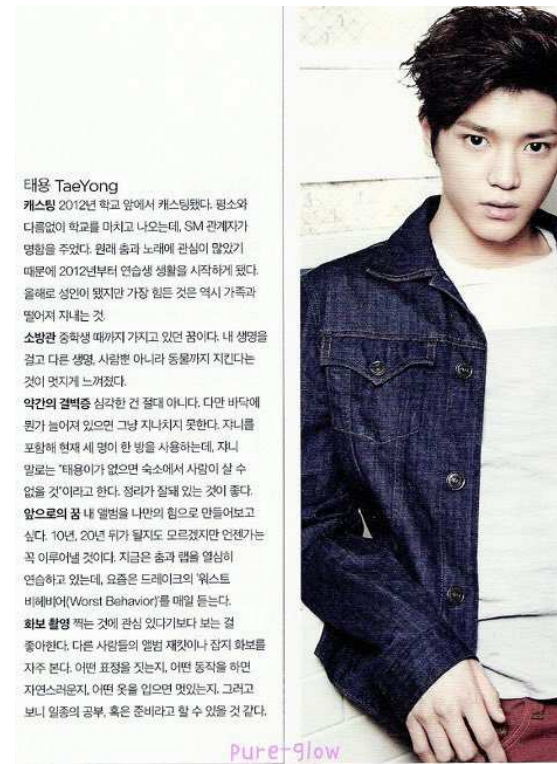


Image: Taeyong expressed his dream for solo album. The Celebrity February issue 2014/SM entertainment, scanned by pure-glow.



김영대 Kim Youngdae
@toojazzy25

태용의 'Long Flight'. 뮤지션은 자신의 이야기를 들려줄 때 가장 자연스럽다. 팝/랩 스타일의 서머 바이브와 달콤한 멜로디의 어울림이 편안하고, 랩과 보컬 양쪽에서 모두 큰 어색함 없이 자연스럽게 온 모습. 이제 막 첫 단독 작업이라는 점에서 다음을 기대하게 한다. youtu.be/SvV49SD99DY

1:14 AM · Jul 22, 2019 · Twitter Web Client

405 Retweets 11 Quote Tweets 509 Likes

Image: Kim Youngdae's Twitter account



Image: Taeyong in Red Velvet's Be Natural Music Video / SM Entertainment.



Image: Taeyong in Hitchhiker's Around Music Video / SM Entertainment.

He's also been featured on a number of singles with various artists including Red Velvet, Hitchhiker, Yoo Yeongjin, Chungha, and TVXQ's Yunho. He released a single, "Hotel del Luna" with Punch for a Korean drama and featured a rap on international artist, Marteen's, song, "Mood."

Taeyong continuously teases bits and pieces of songs he's working on through social media or VLives, but fans are still waiting for an official Tolo (Taeyong solo) album release. He's also performed one-off songs at concerts that have still not been released, like "Beautiful" from SMTOWN Osaka 2018.

THE DEMAND

Fans are excited for the possibility to hear more songs from him and see a new performance. Between December 2020 and January 2021, the "Taeyong Go Solo" topic and hashtag gained more than 60K impact index on Twitter.

Senior artists and professionals have also expressed how impressed they are with Taeyong's talent—including his rapping, dancing and songwriting. Artists including EXO's Baekhyun and Taeyeon, have expressed interest in collaborating with Taeyong.



Taeyong is number one in total album sales for NCT 2020 and NCT 127 for the whole of 2020 in China and Thailand. His Spotify had gained more than 500,000 followers, with more than 356,000 monthly listeners—both are the highest number of followers amongst NCT members. He was the first NCT member to chart on the Gaon Social Chart, and the only one to chart twice this year alone where he peaked at number six, higher than the brand NCT itself.

Before his debut, Taeyong expressed his desire to release a solo album someday—even if it's in 20 years. In an interview from July 2020, he stated he hopes every member of NCT 127 releases a solo album one day as well.



Image: Taeyong in Long Flight Music Video / SM Entertainment.

Popular

- 1  Long Flight
- 2  Love Deluna
- 3  AROUND
- 4  함께 Cure
- 5  Stay in my Life



390,751 **531,494**
Monthly Listeners Followers

Images: Taeyong Spotify Page



Fanart credit: @tyongzu .



Image: SM Entertainment.

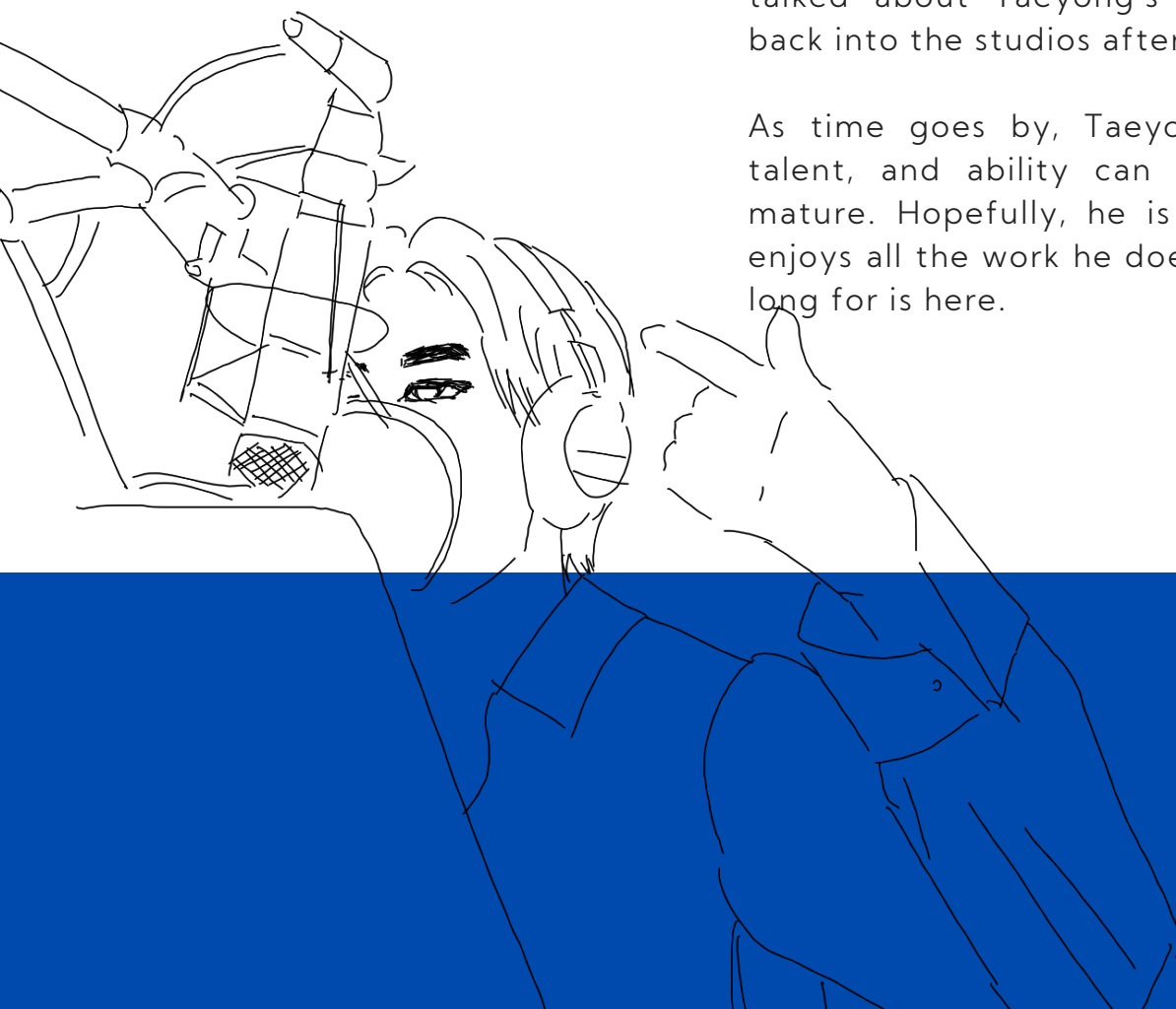
→ TAEYONG

THE DESIRE

One thing for sure, Taeyong loves making music. He happily teases and shares song snippets. Fans have now heard snippets of 23 songs that Taeyong has in store to release.

Taeyong expressed his love for writing music in a lot of ways. He's mentioned on live videos he finds comfort listening to songs he's written. In his Bazaar interview, he mentioned wants to work on songs like a hideout, a playground, without limits to ideas. We've seen how Taeyong tirelessly works in the studio until early mornings from his 24h relay cam. EXO's Baekhyun has also talked about Taeyong's work ethic, going back into the studios after full work days.

As time goes by, Taeyong's artistic skills, talent, and ability can only improve and mature. Hopefully, he is content and fully enjoys all the work he does until the solo we long for is here.



END TO START: MY NCT JOURNEY

By Arquala | @arquala_davis

It's been a year now. Fascinating how one video changed everything and led to the moments that took place from then to now. Sometimes I can't even fathom how this happened and how I let it come this far. Even though each person's NCT experience is not the same, each one is meaningful, and I'd like to share mine with you.

X



BACK TO THE BEGINNING

2019 was one of the most confusing years of my life and the year I discovered NCT. I was searching through the depths of YouTube and came across a K-pop choreography video. One thing to know about me is I am obsessed with choreography videos to the point that I believe I could dance, but only to get out of bed and realize that my limbs don't move how I thought they should. But particularly, in this video, the song "Black on Black" by NCT 2018 stood out to me. The snippet of choreography was amusing, but the music alone is what made me search up the song. My first reaction to the mass of bodies in black outfits was "Damn, that's a lot of people! How can anyone possibly know each of their names?" If only past me could see me now.

"The destination is uncertain and there is no turning back"

I can't recall how long I spent on this video, replaying each moment to keep track of the spectacle and focus my attention on one person at a time. I struggled with this as there was a red-haired man that caught my eye. The energy he exerted was so badass and at first glance, he looked intimidating as hell, but interestingly it made me like him more. Come to find out, his name was Lee Taeyong—and he's changed my

life.

UNDERSTANDING NEW TECHNOLOGY

For days I wanted to know everything about this group until I realized their songs were created from different units, NCT U, NCT 127, NCT DREAM, and funnily enough NCT 2018. I noticed that certain people were in specific groups, but the shock when I saw some of the same people in different groups made me pause. I assumed NCT 2018 was created in the year 2018, but I didn't understand the whole point of the project. "Is this a yearly thing?" "Why is there a distinct year?" "Why not just call it 'NCT'?" Yeah, yeah, you get it. One major thing that struck me was how non-linear this concept seemed at first. In my mind, I pieced together that "if there is a new group each year that does this 'project', that means there is potential for new people to be in it next time... but who the hell would do something like that?" The answers were slapping me in the face at this point, but I couldn't grasp one.

After I made up my mind about this potential investment, I started NCT Life from the very beginning. Finally, some of the inside jokes I've seen before made sense, and I instantly fell in love with each of the members. To help me reinforce what little I knew about them, I started watching interviews and Vlives to practice remembering their names and recognizing each one, but I made the awful mistake of using hair colors as the main identifier. I didn't know what the Vlive app was, but YouTube was there for me so it worked out either way. The time that I spent every day watching older videos, reading comments, and doing more research on a group of men exceeded what I've ever done on any of my college essays. At that rate, I decided to get a "Black on Black" poster and I practiced every chance I could to go down the poster and say each members' name and what unit they were in. Funny how that one item made me feel as if I was spending too much money when it was barely \$20.

T(HANK) Y(OU)



In a short time frame, I became engrossed with anything that had Lee Taeyong's name on it. I searched through many of his solo projects and watched clips of him just being him. The Taeyong I knew before wasn't so intimidating after all as I began to see more of both sides of his soft and charismatic traits. In every video, my eyes purposely went on the hunt for a mysterious man, usually not looking the same in each one I came across. He shared various colors of cotton candy hair, a great sense of style and usually a snack or Starbucks drink in hand made him a bit easier to find. His deep raspy voice, contagious laughter, and beautiful rose scar were a few immediate things I fell in love with.

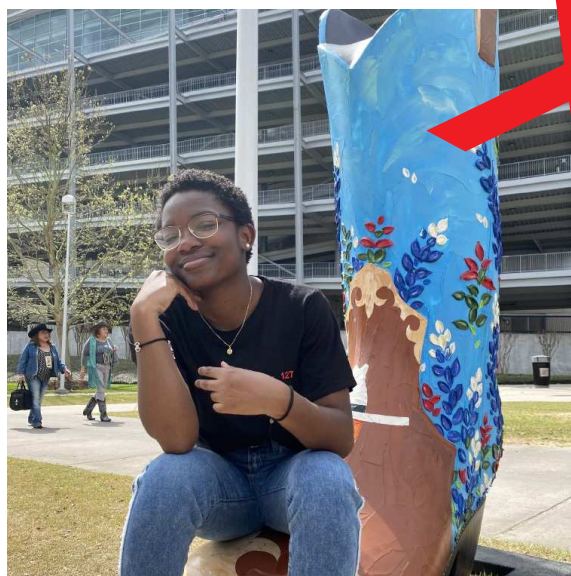
At this point, I didn't know a community like TyongF (Taeyong Friend) existed, but I knew that I supported him very much and wanted the best for him, whatever that could be. "Long Flight" has a special place in my heart as it reminds me of the sky and flying freely, hoping that is something Taeyong gets to feel often. Finding out many of his talents through dance, songwriting, and leadership provided nothing less than complete

admiration. The buzz about a Taeyong solo is real and well-deserved, but the time will come if and when it is ready. Taeyong's success before a solo doesn't show the full scope of his potential success in the future, but it increases my anticipation. He is someone who has been inspiring for me to keep pushing through, even after he has been through so much himself. He is deeply an artist inside and out.

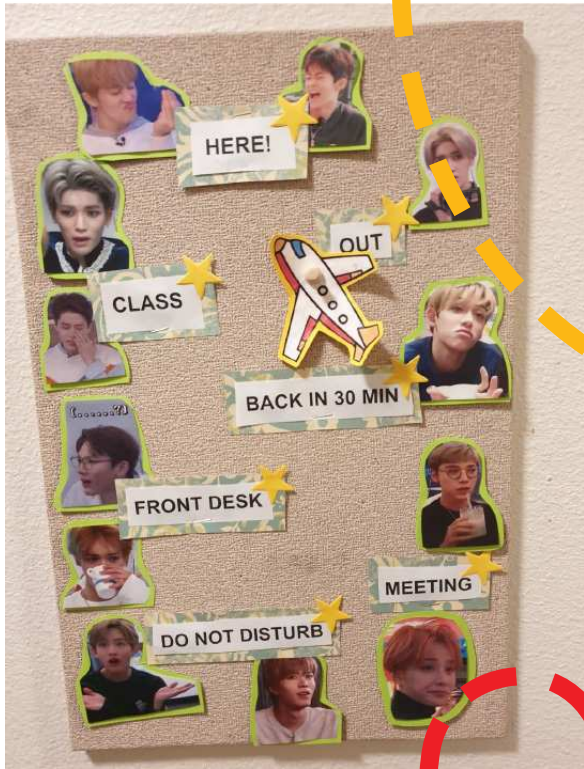
Biasing Taeyong from the very beginning wasn't a difficult decision, but there were so many members that it made me wonder how I was able to make that decision so early and hold on to it. Even a year later, I realized I made an excellent choice as Taeyong often shared wise words with fans on camera, and exemplified great characteristics of support by uplifting his members. He never fails to show that he cares, and that is something that I want to continue doing for others in my life.

"It's one way road Even on long and steep roads"

NCT AS A LIFESTYLE



Whenever I can include my appreciation for NCT in my life I try to. Doing so takes many forms and each person has their way, but I am always happy to do what I can. NCT has spilled into my life and



the work that I do as a Resident Assistant and a resident of NCity. More recently I wanted to insert myself completely into the NCity community and meet people like me. As the NCity joke blew up I reached out to a few of the NCity accounts to share an idea about NCTzen identification cards. I loved the idea, but there were so many pieces of it that I didn't know who to contact and get it started. Eventually, that burned out and we dropped it completely. However, I was redirected to an account @ncity_mag to keep in touch with NCTzens, and I filled out a form to be a part of the team. I had no idea what I would be doing exactly, but I thought it couldn't hurt as I just wanted to work on something creative and meet other people.

Now, it's still so wild for me to be able to write this for our official website. EnVi has been able to do so many things in such little time that sometimes I still can't believe it's real. Our team has grown so much and I am very proud of every one of them for being accepting, hardworking, and reliable. I don't think I could ask for a better team and an amazing group of people who are all different, but we share the same little community.

If you told me in 2019 that I would meet one of the greatest friends of my life, experience my first concerts, find my community, be the Managing Editor of a fanmade magazine, and come to love a group that has started it all, I would've said you were lying. But every day I would think of what a life with NCT could be.

Empathy

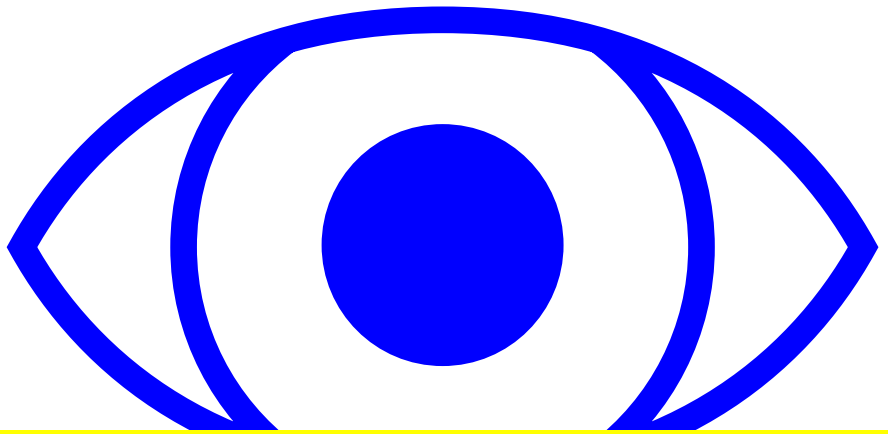
By Shaqlan | @moonrise_00

This piece is a rewrite of an old diary entry about a fever dream I had during a sandstorm, and is inspired in particular by NCTmentary and "The 7th Sense." Reflecting on NCT's non-linear concept of empowerment through limitless human connection, this poem follows the process of rebirth into a new world through a chaotic dream.

**Like the tides of a restless sea
turning and tossing with lunar telepathy,
my marionette limbs lift to a piper's broken tune.
Lured by a musical mirage,
a coming storm's retinue.**

**Waves of sand refrain and submerge golden arms rising in the
east,
hope falls victim to the belly of the beast.
Streams at the estuary of this sea
flow like fingers of a hand,
to cup around me as if in earnest prayer.
A ceremonial send off to my sarcophagus of sand,
shaped by lines on fate's palm,
like a map laying out–**

**–each note of this fickle tune,
echoing hauntingly in my cocoon
like a pulse in this wasteland's womb.
Contracting to bear darkness down on my frame growing weak.
The pressure deepens this morbid fever,
and I splinter, shake and creak–**



–sighing a dying wish into this desert’s barren breath;
a call for the sandman to cast a dream over sleepless eyes
so I may rest in death or glimpse
through the trill that shifts the veil for seconds at a time,
the seams that border dreams and wokeness.

That crease of cursed silence that traps me
dissolves to create the fabric of reality,
blending into a limitless canvas of life
where I can transcend these Penrose strokes to see
celestial foliage replace the barren sands of time.

Promethean pyrexia sets my world alight.
I bloom through my bud in a burst of fluid petals
like the sun rising over a misty horizon,
scorched by the fire of life
as if my soul met my body
in the shrill of a shooting star falling to earth.

Reborn

I behold this view with eyes anew,
no longer damned by apathy.
And all that surges around and through me is empathy.

Empati

Ditulis oleh Shaqlan | @moonrise_00
Terjemahan oleh Yuni | @SUNFLWRSY_

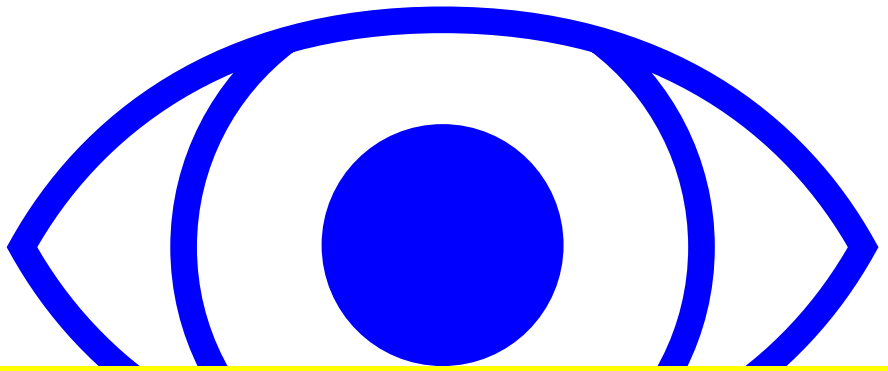
Karya ini adalah penulisan semula entri buku harian mengenai mimpi demam yang saya alami semasa ribut pasir dan terinspirasi khususnya oleh NCTmentari dan "The 7th Sense". Mencerminkan konsep pemeraksanaan tak linear NCT melalui hubungan manusia tanpa batas, puisi ini mengikuti proses kelahiran semula ke dunia baharu melalui mimpi yang huru-hara.

**Seperti gelombang laut yang gelisah
berpusing dan melambung bersama telepati bulan,
anggota badan marionetteku terangkat kepada nada rosak peniup
seruling.**

**Terpikat dengan fatamorgana muzik,
pengawal ribut yang akan datang.**

**Gelombang pasir menahan dan menenggelamkan lengan emas yang
terbit di Timur,
harapan menjadi mangsa binatang itu.
Sungai di muara laut ini
mengalir seperti jari-jari di tangan,
untuk menekup sekelilingku seolah-olah dalam doa yang
bersungguh-sungguh.
Upacara untuk menghantar sarkofagus pasirku,
dibentuk dengan garisan-garisan di telapak nasib,
ibaratkan peta yang terbentang ☒**

**☒ setiap nota lagu yang berubah-ubah ini,
bergema menghantui kepompongku
seperti nadi di dalam rahim gurun ini.
Berkontraksi untuk menanggung kegelapan pada badan aku yang
semakin lemah.
Tekanan yang memperdalamkan lagi demam muram ini,
dan aku berderai, bergetar dan berderit ☒**



☒ menghela nafas keinginan mati ke dalam nafas tandus gurun ini; sebuah panggilan buat orang pasir untuk melontarkan mimpi kepada mata-mata yang tidak tidur jadi aku boleh berehat dalam kematian atau sekilas menerusi vibrasi yang mengalihkan kelubung itu buat beberapa saat pada satu masa, jahitan yang bersempadan mimpi dan kelemahan.

Cengkaman sumpahan keheningan yang memerangkap aku terlerai untuk mencipta kain kenyataan, bersatu ke dalam kanvas kehidupan tanpa had di mana aku boleh mengatasi garisan-garisan Penrose ini untuk melihat Daun-daunan cakerawala yang mengganti tanah tandus masa.

Mimpi demam yang membawa wahyu membuatkan dunia aku cerah
Aku mekar melalui tunasku kepada bukaan kelopak-kelopak cecair
Seperti matahari yang terbit di ufuk berkabus, hangus oleh api kehidupan seperti jiwaku bertemu jasadku dalam kenyaringan tahi bintang yang jatuh ke bumi.

Kelahiran semula
Aku melihat pandangan ini dengan mata baharu, tidak lagi terkilan dengan sikap tidak peduli.
Dan semua yang melintas di sekelilingku dan menerusiku adalah empati.

Empatía

By Shaqlan | @moonrise_00

Esta pieza es una reescritura de una vieja entrada de diario sobre un sueño febril que tuve durante una tormenta de arena y está inspirada en particular sobre NCTmentary y "The 7th Sense". Reflejando el concepto no lineal de empoderamiento de NCT a través de una conexión humana ilimitada, este poema sigue el proceso de

**Como las mareas de un mar inquieto
girando y tozando con la telepatía lunar,
mis extremidades de marioneta se levantan a la melodía rota de un
gaitero.**

**Atraído por un espejismo musical,
el séquito de una tormenta.**

**Olas de arena se escafuercan y sumergen brazos dorados que se
elevan en el este,**

la esperanza cae víctima del vientre de la bestia.

**Arroyos en el estuario de este mar
fluyen como los dedos de una mano,
envolviendo alrededor de mi como si estuviera en una oración
sincera.**

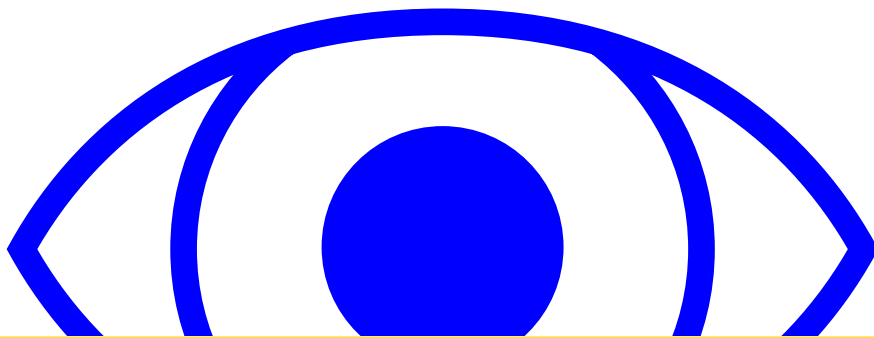
**Un envío ceremonial a mi sarcófago de arena,
formada por líneas en la palma del destino,
como un mapa que se establece–**

**–cada nota de esta melodía voluble,
resonando inquietantemente en mi capullo
como un pulso en el vientre de este páramo.**

**Encogiendo para soportar la oscuridad de mi marco cada vez más
débil.**

**La presión profundiza esta fiebre mórbida,
y me estremezco, agito y crujido–**





–suspirando un deseo moribundo en el aliento estéril de
este desierto; una
llamada para que el hombre de arena lance un sueño
sobre los ojos insomnes
para que yo pueda descansar en la muerte
o vislumbrar
a través del trino que cambia el velo durante segundos a la
vez,
las costuras que bordean los sueños y el despertar.

Ese pliegue de silencio maldito que me atrapa
se disuelve para crear el tejido de la realidad,
mezclando en un lienzo ilimitado de la vida
donde puedo trascender estos trazos de Penrose para ver
follaje celestial reemplazar las arenas estériles del tiempo

Promethean pyrexia enciende mi mundo.
Florece a través de mi brote en una explosión de pétalos
fluidos
como el sol saliendo sobre un horizonte brumoso,
quemado por el fuego de la vida
como si mi alma entrelazado mi cuerpo
en el estridente de una estrella fugaz cayendo a la tierra.

Renacido
Veo esta vista con los ojos de nuevo,
ya no condenado por la apatía.
Y todo lo que surge alrededor y a través de mí es empatía.

SEA SEA

By Tiffany Rawls | @endtostartist

Not Alone

In our sea of screens
The sea of green
We no longer see

If we were to turn back time
To when everything was right
When the neos and their NCTzens
Were neon under the night

That reload, that recharge
Took so much hope and strength
To burn something big and bright
On a horizon that reached new length

And now we resonate
Higher than we've ever been
It's only up from here
This sea of screens will be our wind

Please be sure to also check out Neo Got My Back here

Photo Source:

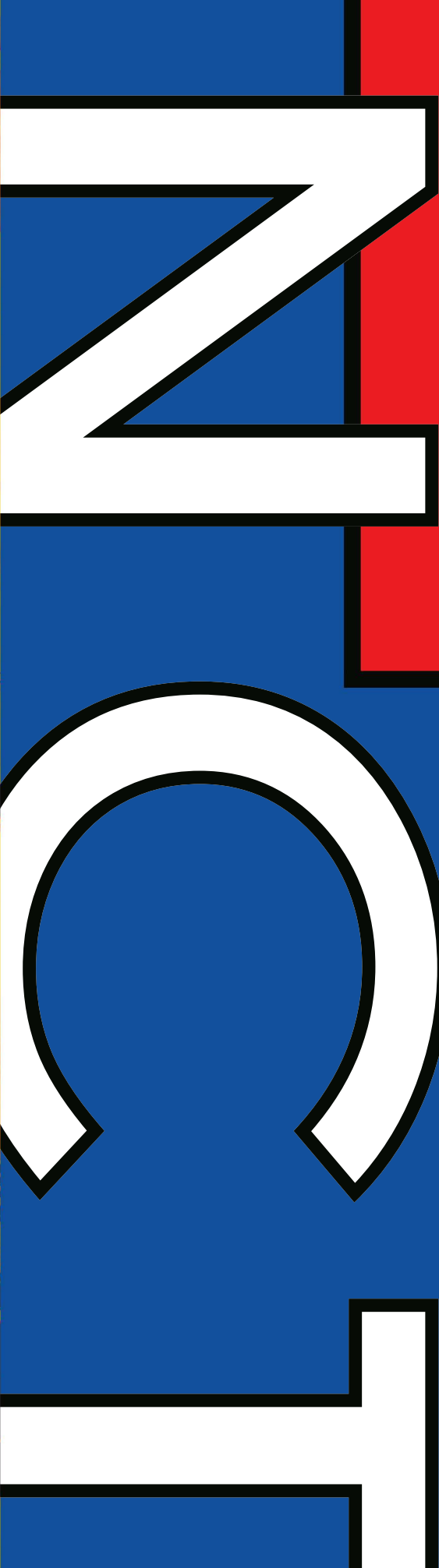


Photo Source:
SM Entertainment

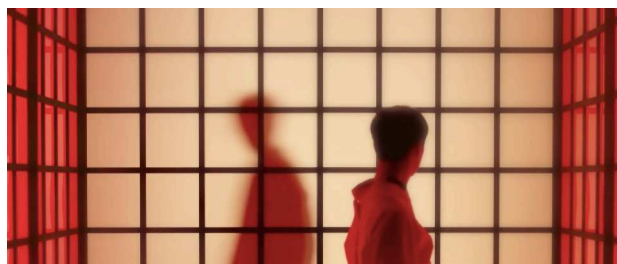
NCT & NCT & ME

By **BAYLEE KAYE**
@bbkaaaye

When I first discovered NCT, I was a girl who was slowly starting to rebuild herself. I had just moved to a new part of the country and was recovering from a time of turmoil and anguish that I hoped to leave behind me. I was afraid of public perception and opinion as if one wrong step could leave me humiliated in front of everyone. Frankly, I was just timid and overly aware of the eyes around me and what the world thought of me. Back then I wouldn't dare do anything that could put attention on myself even in the slightest sense. But for me, NCT opened a door of newfound joy and release.

I came to know NCT during the spring of 2016. My best friend had shown me ["The 7th Sense"](#) music video that had been released a few months prior and I was thoroughly impressed by the song and the people I saw dancing on my TV screen. I downloaded the song to my phone and life went on with the occasional listen here and there. A year later my same friend showed me Ten's ["A Dream in a Dream"](#), a song that I would later sing as a lullaby to someone I held dear. At that moment I was captivated by Ten's movements and the lyrics resonated with me as I held their simplistic sweetness close. I found myself listening more as time went on. As the days turned to a year I had pushed the songs from my conscious memory until early 2018 during Empathy era. I remembered the feeling of listening to "The 7th Sense" and a new wave of curiosity rushed over me as it became fresh and full of new meaning.

The summer of 2018 was a turning point for me as I can vividly recall the emotions I felt. I would stay up late having my own private dance party, physically shaking off the insecurities that bounded me. NCT became a source of comfort and a beacon of light as I learned how to enjoy things without relying on the people around me to have





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to have fun. NCT gave me the confidence to go out and do things I would normally be hesitant to do. Suddenly I was no longer someone who felt like everyone's eyes were on me, but a truer version of myself. I had stepped out from behind the curtain I hid behind for so long and embraced the outgoing nature that I had been too afraid to express. I was more inclined to reach out to others as NCT became a conversation starter when people noticed the lanyard I always carried with me. I formed connections with strangers, classmates, and even coworkers, with whom all of us shared a common interest. NCT connects and unites people from every corner of the world under one community.

One of the most pivotal moments in my journey occurred on May 2, 2019, at NCT 127's concert in Dallas. For a while I was settled on not going, thinking I wasn't able to score a ticket but was surprised for my 18th birthday. My sister, albeit not fond of K-pop, accompanied me that night. She took charge of videoing everything for me and gave me space to authentically relish the moment in front of me. The girl I was before that was once so aware of everyone around her was suddenly dancing, jumping, screaming, and failing to sing her best in Korean as there were hundreds of people surrounding her. At that moment I felt true freedom. Free from the weight of insecurity and anxiety I was able to truly live and experience life how it was meant to be; a life with no chains. NCT had and will always have a purpose and a

meaning for me. They've been an aspect of my life at just the right time and it is not coincidental. They have helped push me into reaching outside my bubble and do things without hesitation. That night I danced without a care in the world. With my light stick in hand and eyes fully focused ahead I was able to repel the pessimistic mindset I held over myself. Some may say I depended on NCT to be my happiness, but I don't believe that to be true. NCT just played a role and made my transition from being reserved to confidence more enjoyable and bearable. They showed me what it's like to live without fear or restraint.

NCT has a greater impact than what meets the surface. I know that people all across the globe can relate to the fact that their music and presence inspires and uplifts others every day. Their positivity, ethic, creativity, and perseverance encourage fans to reach for their dreams no matter how difficult they may seem. For me, I owe them thanks for showing me what it's like to be carefree and dance like nobody's watching. They changed my life, simple as that.

Please be sure to also check out NCT's Beyond Live concert recap [here!](#)



*Source: SM Entertainment

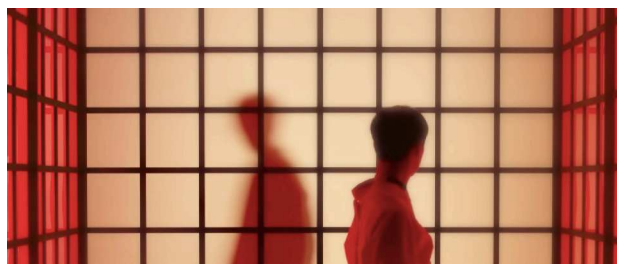
NCT NCT与我 与我

By BAYLEE KAYE
@bbkaaaye
Translated by VEL
@levelled_102020

当我第一次发现NCT的时候，我是一个还在逐渐找回自己的女生。我刚刚搬到另一个地方，也刚从一段煎熬和折磨的时期走了出来。我害怕众人的眼光和对我的评价，觉得只要错做什么就会在大家面前丢脸。其实，我就是胆小，也很害怕别人对我的批判和偏见。那时候的我，完全不敢作出任何会引人注目的事。但是，认识NCT让我找到了新的欢乐和解放。

我是在2016年春天认识了NCT。我的最好的朋友给我看了在几个月前发行的《第7感》的MV，而我被歌曲和在电视屏幕上跳舞的人给深深的感叹到。我把歌曲下载到手机里，然后日期和往常一样，就只是有时会听听一下这首歌。一年后，这位朋友给我看了TEN的《梦中梦》，一首我之后会给我的亲人唱的摇篮曲。在那个时候我被TEN的动作吸引到了，而我和歌曲中简单且甜蜜的歌词产生了共鸣。之后，我发现自己开始一直听这首歌。日子久后，这些歌曲也渐渐地从我的意识中小时，直到2018年的EMPATHY。我记得当时听到了《第7感》，而一股新的好奇心涌上心头，给了这首歌一个完全新的诠释和意义。

2018年的夏天是我生命中一个转折点，而我依然能记得我当时所有的情绪。我会开属于自己的舞蹈派对，直到深夜，尽量地把束缚我的不安全感给甩掉。NCT成为了能够给予我安慰的源泉，也是照亮我生命的一束光，让我逐渐学会怎么样享受，怎样不要依靠别人来找到自己的乐趣。NCT给予我能够出去做自己想做的事的勇气 - 这是以前的我很抗拒的。突然，我变成了一个更真实的自己，一个不再





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过度在乎别人的阳光的自己。我从躲藏中站了出来,并拥抱了自己本来很开朗活泼的一面。我变得比较平易近人,而当人们看到我的挂绳的之后,我就以NCT为对话的开头,开始和别人说话。我和陌生人、同学、甚至同事找到了共同点,因为我们都喜欢同样的东西。NCT把世界各个角落的人带到了一起,并把我们团结了起来。

在这个旅途中的一个转折点发生在2019年5月2日,在NCT127的达拉斯演唱会中。原本我没打算要去的,因为我没想到我能买得到票。但是,我竟然在18岁的生日上得到了惊喜。我的家人,虽然不是很喜欢KPOP,在当晚依然陪我去看这次的演唱会。她把全程拍下,也给我能够享受在其中的空间。以前那么害怕别人的阳光的女生,现在突然在众人葵葵之下跳舞、弹跳、呐喊、还有努力地唱韩文歌曲。那时的我,感受到了真正的自由。摆脱了不安全感和焦虑感,我感受到了生活的意义,那就是没有束腹地活着。NCT一直会是我生命中非常有意义的一部分。他们在对的时间进入到了我的生活里,而我相信着不是单纯的巧合。他们帮了我走去了自己的泡泡,让我能够不顾一切的去做自己想做的事。那天晚上,我不顾一切地跳舞。手里握着

应援棒的我,眼睛直视眼前的一切,也排除了掌控自己的悲观的想法。有些人会说我依赖NCT来带给我欢乐,但是我并不认为是那样。NCT仅仅是让我能从害羞的自己,变成一个更有自信和开心的自己的助力。他们让我看到了怎么样在没有恐惧和抑制下生活。

NCT的影响比肉眼能看到的更加广大。我知道所有人能够认同他们的音乐和存在每一天都能带给我们很大的启发和动力。他们的乐观、态度、创意、坚持,鼓励粉丝们不管路途再艰难,也要朝梦想前进。对于我来说,我感激他们让我认识到了什么是自由,什么是不管别人阳光,坚持做自己。他们改变了我的生活,就是那么简单。

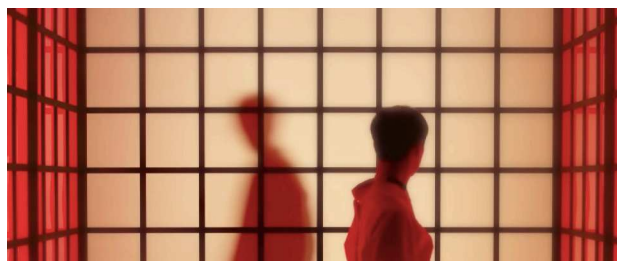


*Source: SM Entertainment

NCT ET MOI NCT ET MOI

By **BAYLEE KAYE**
@bbkaaaye

Traduit par **MIA**
@Nakhrin0423



Quand j'ai découvert NCT la première fois, j'étais une petite fille qui commençait lentement à se reconstruire. Je venais de déménager dans une nouvelle partie du pays et je récupérais d'une période d'agitation et d'angoisse que j'espérais laisser derrière moi. J'avais peur de la perception du public et de l'opinion publique comme si un faux pas m'aurait pu humilier devant tout le monde. Franchement, j'étais seulement timide et excessivement consciente des yeux qui m'entouraient et de ce que le monde pensait de moi. A l'époque, je n'osais rien faire ce qui attirait l'attention sur moi même pour la moindre part. Mais pour moi, NCT a ouvert une porte de joie retrouvée et sans contraintes.

J'ai fait la connaissance de NCT au printemps 2016. Ma meilleure amie m'avait montré la vidéo de «The 7th Sense» qui était publiée auparavant et j'étais impressionnée par la chanson et les gens que j'ai vus danser sur mon écran. J'ai téléchargé la chanson sur mon portable et ma vie continuait en l'écoutant de temps en temps. Un an plus tard, cette amie m'a montré «A Dream in a Dream» de Ten, une chanson que je chanterais plus tard comme berceuse pour quelqu'un qui m'était cher. En ce moment là, j'étais captivée par les mouvements de Ten et les paroles résonnaient avec moi grâce à leur douceur simpliste. Il m'arrivait d'écouter de plus en plus au fil du temps. Un an plus tard, j'avais poussé ces mémoires de ma conscience, jusqu'au début de 2018, à l'époque d'Empathy. Je me suis souvenue de l'émotion que je ressentais quand j'avais écouté «The 7th Sense» et une nouvelle vague de curiosité m'a pris quand cela devenait plus frais et plein de nouveaux sens.

L'été de 2018 était un tournant pour moi car je me souviens bien de mes émotions de cette époque.that bounded me. Je me couchais tard parce que j'avais mes soirées de danse personnelles pour me débarrasser des insécurités qui me liaient. NCT devenait ma source de réconfort et un rayon de lumière quand j'ai appris à savourer des choses sans compter sur les gens qui m'entouraient pour m'amuser. NCT m'a donné la confiance



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pour sortir et faire les choses que je n'oserais jamais faire normalement. Soudain, je n'étais plus quelqu'un qui ressentait les yeux des autres sur sa peau mais une version plus réelle d'elle-même. J'étais sortie de derrière le rideau derrière lequel je m'étais cachée pendant si longtemps et j'ai embrassé la nature extravertie que j'avais trop peur d'exprimer. J'étais plus enclin à tenir la main vers les inconnus car NCT était devenu un bon moyen d'entamer une conversation lorsque les gens remarquaient le cordon que j'avais toujours avec moi. J'ai créé de nouvelles relations avec des inconnus, des camarades de classe et même des collègues qui partagent le même intérêt. NCT relie et unit les gens des quatre coins du monde dans une seule communauté.

Un des moments charnières de mon voyage a eu lieu le 2 mai 2019, le concert de NCT 127 à Dallas. Pendant un certain temps, j'étais décidée à ne pas y aller en pensant que je n'arriverais jamais à obtenir un ticket mais il y avait une surprise pour mon 18ème anniversaire. Ma sœur, bien qu'elle n'est pas friande de K-Pop, m'a accompagnée lors de cette soirée. Elle a tout filmé pour moi et elle m'a donné l'espace nécessaire pour savourer ce moment. Mon ancien ego qui était conscient de tout le monde autour d'elle était, tout à coup, en train de danser, de sauter, de crier et essayant de chanter en coréen même s'il y avait des centaines de personnes autour d'elle. A ce moment-là, j'ai ressenti une véritable liberté. Libérée du poids de l'insécurité et de l'anxiété, j'étais capable de vivre et de m'apercevoir la vie comme elle était censée; une vie sans chaînes. NCT avait et aura toujours

ressenti une véritable liberté. Libérée du poids de l'insécurité et de l'anxiété, j'étais capable de vivre et de m'apercevoir la vie comme elle était censée; une vie sans chaînes. NCT avait et aura toujours un dessein et une signification pour moi. Ils devenaient partie de ma vie au bon moment et ce n'est pas par hasard. Ils m'ont aidé à sortir de ma zone de confort et à faire des choses sans hésiter. Ce soir-là, j'ai dansé sans me soucier du reste du monde. Avec mon baton lumineux dans ma main et avec mon regard en avant, j'ai pu repousser l'esprit pessimiste que je m'étais imposé. Il y en a peut-être qui diront que je dépends trop de NCT pour être heureuse, mais je ne crois pas que cela soit vrai. NCT a justement joué un rôle dans ce processus et a fait ma transition, d'être réservée à être confiante, plus agréable et tolérable. Ils m'ont montré comment vivre sans peur et contraintes. L'impact de NCT est plus grand qu'il paraît d'ailleurs. Je sais que les gens du monde entier peuvent comprendre ce que je viens de décrire et que la musique de NCT ainsi que leur présence les inspirent et les réconfortent chaque jour. Leurs pensées positives, leur morale, créativité et persévérance encouragent les fans à poursuivre leurs rêves, même s'ils semblent difficiles à réaliser. Personnellement, je leur dois mes remerciements pour m'avoir montré comment ne pas s'inquiéter des autres et comment danser comme si personne ne regardait. Tout simplement: Ils ont changé ma vie.



*Source: SM Entertainment

HOW TAEYONG'S KINDNESS HAS INFLUENCED CHARITY FROM HIS FANS

BY LA | @GTROUBLEARTIST

On December 1, 2020, the Korean Animal Welfare Association tweeted about a ₩1,000,000 donation from NCT Taeyong's Korean fans. K-pop fans are known to make charitable donations in the names of their favorite idols. Taeyong is no exception.

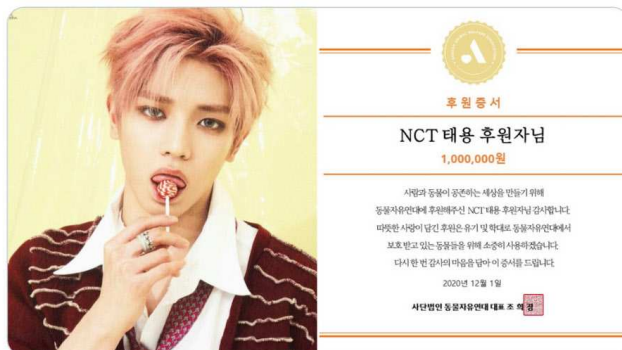


NCT 태용님의 팬클럽에서 1,000,000원 후원해주셨습니다.

자세히보기:

animals.or.kr/support/fan/54...

#동물자유연대 #NCT 🐾 #NCT태용 #태용 #얼굴이순정만화 #태브리즈 #민초단태용 #인생은멀리서보면희극가가까이서보면 비극 #태용님미모는성은이망극



12:49 AM · Dec 1, 2020 · TweetDeck

Image: Korean Animal Welfare Association Twitter Account

Photo: SM Entertainment

 **Taeyong Project**
@TaeyongProject

Thank you so much for all the participants 🙏 we'd like to make another projects for our beloved Taeyong. So wait for it 😊



A certificate of appreciation from UNICEF Indonesia. The certificate is white with a blue border. At the top center is a blue square with the word "CERTIFICATE" in white, with "OF APPRECIATION" in smaller text below it. Below this, the text "UNICEF INDONESIA" is written in large, bold, blue capital letters, followed by "GRATEFULLY ACKNOWLEDGES" in smaller blue capital letters. The name "LEE TAEYONG" is written in large, bold, blue capital letters. Below the name, it says "for donating an amount of IDR 4,000,000" in blue, with "(Four Million Indonesian Rupiah)" in smaller blue text below that. Further down, it says "for UNICEF Indonesia Programme" in blue. At the bottom left, there is a date "Jakarta, 02 July 2018" and a signature of Stephanie Alexandra. Below the signature, it says "Stephanie Alexandra" and "PSFR Donor Relations Officer UNICEF Indonesia". At the bottom right, the UNICEF logo is shown, consisting of the word "unicef" in blue and the UN emblem in a blue circle, followed by the tagline "for every child" in blue.

CERTIFICATE
OF APPRECIATION

UNICEF INDONESIA
GRATEFULLY ACKNOWLEDGES

LEE TAEYONG

for donating an amount of **IDR 4,000,000**
(Four Million Indonesian Rupiah)

for **UNICEF Indonesia Programme**

Jakarta, 02 July 2018

Stephanie Alexandra

Stephanie Alexandra
PSFR Donor Relations Officer
UNICEF Indonesia

unicef 
for every child

 Taeyong Project
@TaeyongProject

- @UNICEF uk (Unicef UK)

#TAEYONG
#태용
#TaeyongProjectINA

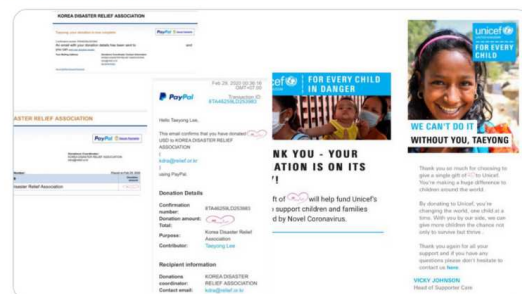


Image: TaeyongProject Twitter Account

다애다문화학교

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강남구 보건소

NCT 이태용

all Love school
다애다문화학교

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Image: NCT Lee Taeyong as one of the school donators. Dae Multicultural School Website

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Photos: Dispatch

TAEYONG PROJECT

Another fab group, the Taeyong Project, has done a number of donations since 2018, especially last year (2020), when a lot of devastating situations happened around the world.

"Taeyong previously said, 'There are people who have a hard time running back, there are people who have to give up because they have a hard time going there, and there are people who find it hard and others can't find a way back. I think it all depends on the big framework of life. I think it's a good place for young people. And I feel the same way about it right now, so let's lean on each other when we're in trouble, comfort each other, cheer each other up, make youth more valuable.'" (From 2018 Lucky Box Message). ' This message from Taeyong motivated us to make our youth more valuable by helping people, to do good for each other," said a member of the Taeyong Project.

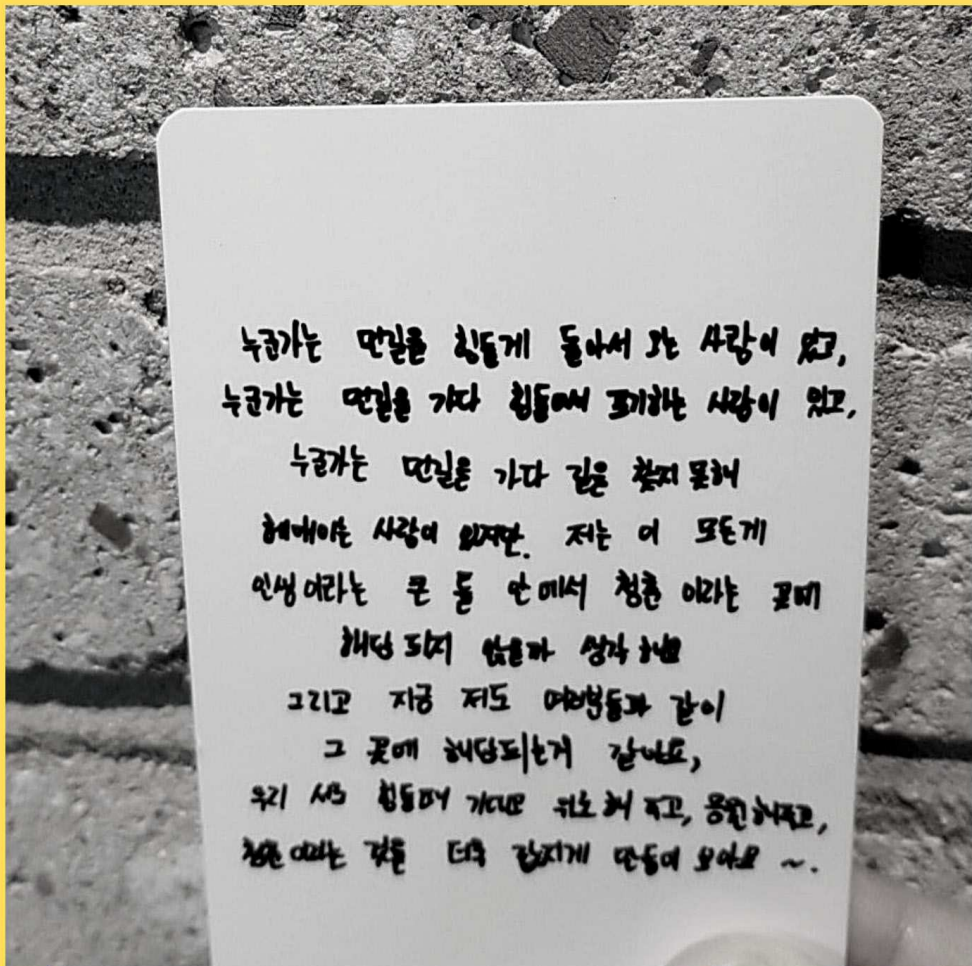


Photo: Taeyong Lucky Box message mentioned by Taeyong Project
(Translation credit: doyoung_ing)

"some would return after walking down a long and arduous path,
some would give up while walking down a long and arduous path,
some would lose their way and get lost while going down a long
and arduous path.

but I think, all of this falls under the path called 'youth' within
the large framework of life.
and I think right now, I and everyone (of you) are in there too,

**let's all rely, comfort, and support each
other in times of hardship and turn (our)
'youth' into one that is more worthwhile."**

- Lee Taeyong

MOTIVATION

Researchers from the University of Bristol reported that donating to charities is a social act influenced by others. Some are influenced by strangers, and some by famous figures including celebrities. Celebrities can use their admiration to influence people to donate to charities, and encouragement from an important person can also make a big difference to their charitable decisions—just like how the Taeyong Project was encouraged by Taeyong's message.

Nonetheless, charitable giving is contagious, and a person is more likely to give when they see others giving.

Taeyong has motivated fans all over the world—from regional fanbases like LeeTaeyongBar to smaller groups and even individuals—to give back. He's created a positive network of influence, spreading kindness to help those less fortunate.

Most people assume that generosity involves sacrifice—to give something up so someone else can have more. That assumption is incorrect since most people experience a bigger boost in happiness when they spend money on other people or help others. With that, we can say that giving is better than getting. When we give our kindness, we get the kindness back in the form of happiness.

As the Taeyong Project said, "We always want to do charity because we believe whoever gives kindness to people, they will get kindness too. Whoever gives people happiness, they will get happiness too. And since we did it because of Taeyong and we were inspired by his kindness, we want because of this (kindness), Taeyong will get happiness and kindness from the world too."

Let's spread our happiness and be kinder to one another. Be sure to check out the Ruby Project here.

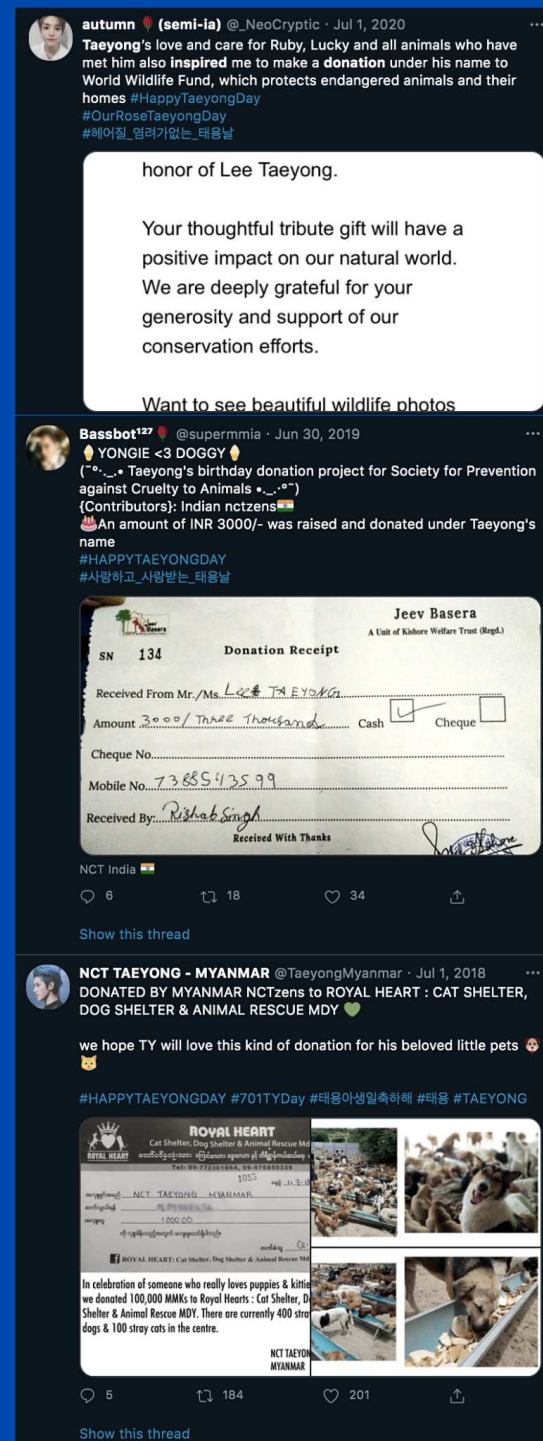


Image: Taeyong Fans Donating

Sources:

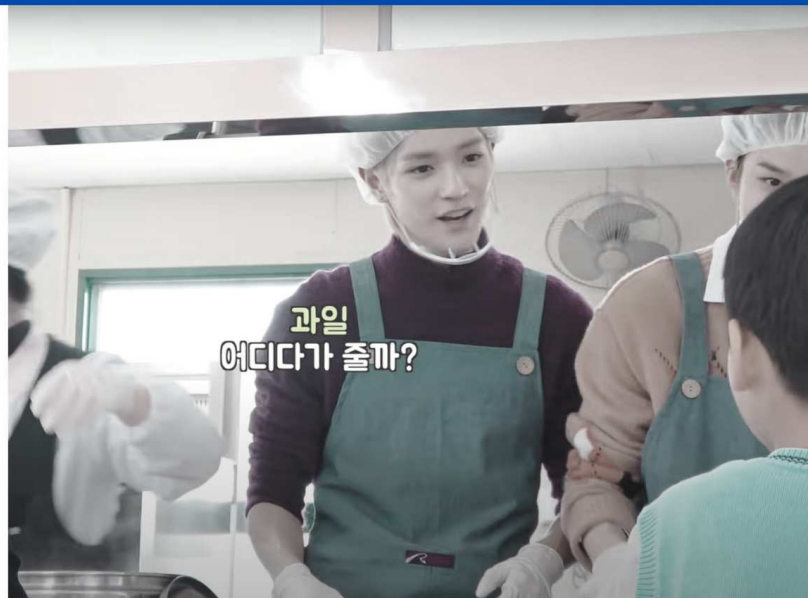
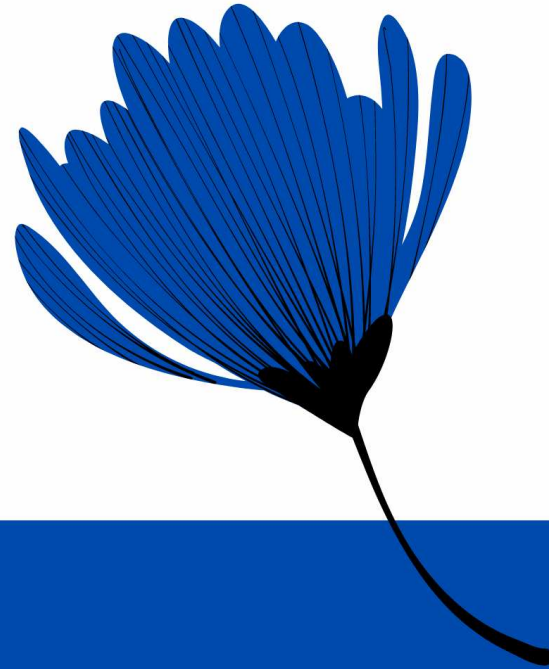
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Photos: SM Entertainment



CHENJI

friendship timeline

By Sikha | @1yongct

2013

In 2013, Chenle and Jisung met at CCTV's International Children's Concert prior to debuting in the same group.



photo : weibo.com/baobeiwutongshu

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24th August

2016

Chenle and Jisung debuted together in NCT DREAM



nct dream

photo : SM Entertainment

2017

**"shall
we be
friends?"**

- Chenle

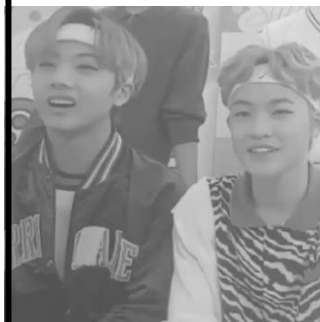


source : Vlive

**"yes,
lets be
friends'**

- Jisung

Chenji deciding to be casual with each other, further growing their friendship.



**ChenJi's
THIS
+
THAT**



2018

The first episode of the fun filled show 'Chenji This and That' released on Dec 7th 2018.



**EP 1 Play
with slime**

ChenJi + Cherry Blossoms

+

Picnic

= □

(Let's go Han River!)

Through ChenJi's This and That, we are able to see their friendship dynamics which is very wholesome. Each episode is full of fun and hilarious content. One moment the boys will be bickering but they will also help and compliment each other, which is really endearing to watch.

Shanghai



ChenJi's This and That Ep.10, 11, 12

2019

Jisung went to visit Chenle at his hometown where he met his family and nephew.

We get to see their moments in Shanghai in episodes 10, 11 and 12 of ChenJi's This and That.



photo : SM Entertainment



photo : SM Entertainment

In this issue of Elle magazine, Chenji talk about their 5th summer together since their debut. The interview focuses on their friendship where they reminisce their good times together.

“OUR SUMMER”

Elle Magazine

2020

June

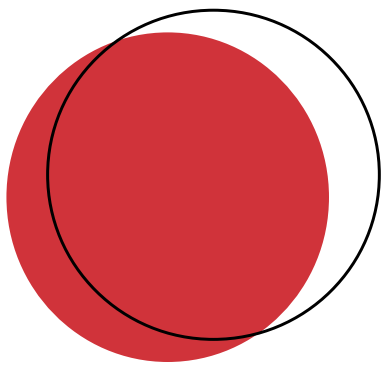


photo : SM Entertainment



photo : ELLE Magazine

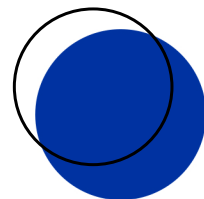
FASHION



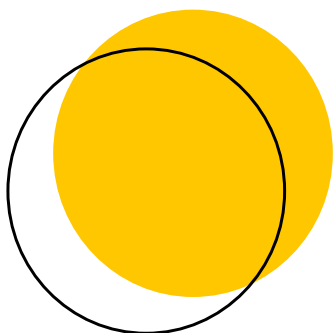
How NCity Styles Their Merch

BY DONYA MOMENIAN | @DONYAMO

A LITTLE BLACK DRESS, A CRISP WHITE BUTTON-UP, AND A DENIM JACKET ARE ALL MUST-HAVE WARDROBE STAPLES, BUT THERE'S A UNIQUE PIECE THAT IS OFTEN FORGOTTEN: YOUR FAVORITE BAND'S MERCH.



LUCKILY, IN NCITY, THERE ARE PLENTY OF FASHIONISTAS WHO SEAMLESSLY INCORPORATE NCT GEAR INTO THEIR EVERYDAY STYLE. LOOK NO FURTHER FOR INSPIRATION.



@02HYUCK

Pronouns:

She/Her

Bias:

Haechan, Mark, Jaehyun,
and Taeyong

Fashion inspiration:

SZA, Teyana Taylor, and
Emma Chamberlain

Personal style:

Comfy, yet stylish



Tips for styling merch:

Always have an accessory and have fun

Favorite place to shop:

Target has jeans that you can DIY
some cool things on there

How it's crafted:

I haven't gotten the chance to DIY
something yet, but I'm planning on
making a cool pair of jeans



@chyandblack

Pronouns:

She/Her

Bias:

Johnny/Mark/Jaemin

Fashion inspiration:

K-pop, 90's hip-hop and
R&B, Y2K pop aesthetics

Personal style:

Confident and bold,
while still achieving a
laid-back and effortless

Tips for styling merch:

Incorporate merch into something
you're already comfortable with first,
before experimenting with new styles.

Favorite place to shop:

I don't have a favorite spot, but I do
own a lot of merch from my local
K-pop store.

@chocomiheaven

Pronouns:

She/Her

Bias:

Johnny

Fashion inspiration:

J-fashion, K-fashion, alt fashion, and whatever is trending

Personal style:

My style is inconsistent, but that's what makes fashion fun for me! It's like putting on a new persona every time I put on an outfit.

Tips for styling merch:

My favorite kinds of merch are the ones that don't seem too obvious—the ones only fans can identify! My tips for incorporating merch into your wardrobe is to just wear it like you would any other item in your wardrobe. Accessories are pretty easy to incorporate, but as for graphic t-shirts and clothing items, it helps to incorporate some of the colors of the graphics in your outfit, whether it be through layering items, socks, accessories (belts, hats, etc.), and more. And of course, taking inspiration from your favorite idols' casual fashion is a great point to reference!



Favorite place to shop:

I love shopping though YesStyle since they hold a lot of items that are trending amongst the Korean fashion scene, as well as through a site called "ThredUp"! It's an online thrift shop that has a lot of items that you can upcycle into anything you want it to be, all for a great price since most of the items are secondhand!

How it's crafted:

My Cherry Bomb inspired jacket came from the beginning of my very late Cherry Bomb era phase! I have seen someone else that I know sporting a DIY Cherry Bomb jacket as well, so I wanted to make one of my own! First I sketched up a design and colored it digitally, taking a lot of color and design inspiration from the illustrations on the Cherry Bomb promo photos. Afterwards, I went to thredup.com and found an AMAZING cropped red jacket that was exactly what I envisioned in my sketch, and spent several days painting the design on the back with fabric paint. I incorporated other elements on the jacket, such as patches, hardware, and more that were tiny references to Cherry Bomb, some being the number "29" and a sunflower to represent my bias, Johnny. One day I hope to do a dance over of Cherry Bomb in this jacket!

@twinkpassing

Pronouns:
They/Them

Bias:
Jaehyun

Fashion inspiration:
Myself

Personal style:
Quirky and comfy



Tips for styling merch:
Keep it subtle

Favorite place to shop:
Myself

How it's crafted:

I sew and also have a vinyl cutter. I'm most proud of the red Kick It varsity jacket and Johnny's fighter vest that I recreated, but I have a website that has more of the work I've done.

@bladeofgrass127



Pronouns:

She/Her

Bias:

Mark

Fashion inspiration:

I'm really inspired by various J-Fashion styles such as Fairy Kei and nanchatte seifuku (school girl inspired fashion).

Personal style:

If Kawaii fashion and 1950s fashion had a baby

Tips for styling merch:

I like to go for subtle pieces that I know can match a lot of stuff. I like having accessories or small pieces that I can build into my regular outfits.

Favorite place to shop:

I buy a lot of fan-made merch and this beret is from @kbroideryco on Twitter. I also follow a lot of accounts on Instagram and buy from their Etsy pages.

HOW K-POP IS TAKING THE FASHION WORLD BY STORM

SAMRUDDHI HARVE
@nctteaparty



IN 1992, the emergence of Seo Taiji and Boys marked the beginning of a new era, K-pop, which opened the gates to a new beginning that the world was not prepared for. It took the world by storm and continues to impact various industries in a way we haven't witnessed before. One such industry is fashion.

Global fashion search engine, [Lyst](#), hinted that it would be wise for designers to embrace K-pop's impact on fashion, certainly a lucrative move. The top luxury brands are being wise by incorporating these celebrities in their marketing strategies. South Korean pop culture critic [Ha Jae-Geun](#) says, "K-pop stars did not evoke luxury images in the past, but as the Korean culture has been sweeping the world, their fashion has also garnered global attention."

LISA OF THE GIRL GROUP BLACKPINK TURNED THE CELINE S/S20 WOMENSWEAR SHOW INTO HER OWN CONCERT.



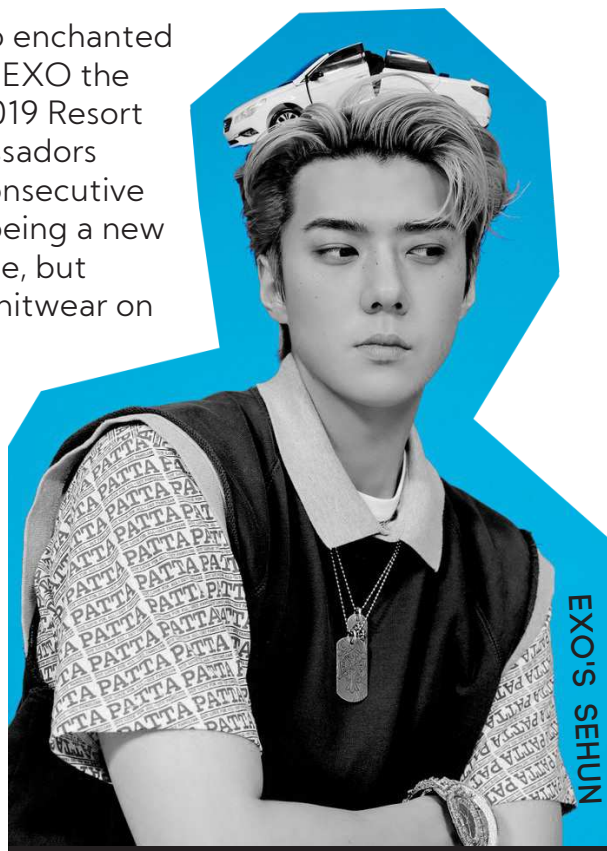
Source: YG Entertainment

Over the past decade, K-pop has evolved into a [multibillion](#) dollar industry impacting the fashion system greatly. The western world has now embraced K-Pop with open arms as a remunerative move.

The hype in the K-pop world is unmatched. Whether an album release is approaching or it's award show season, none of these are as overpowering as the K-pop hype at Fashion Week. Lisa of the girl group BlackPink turned the Celine S/S20 womenswear show into her own concert. Swarms of fans—or Blinks, as they are better known for—flooded Les Invalides, Paris. It was an "Epic Meltdown" according to the French director, Loïc Pri-gent, who [documented the show](#). Catherine Deneuve and Former First Lady of France, Carla Bruni Sarkozy were in attendance too, but neither of them received quite the height of attention Lisa did.

Apart from brands, K-pop idols have also enchanted Vogue magazine. They named Sehun of EXO the "[best-dressed man](#)" at Louis Vuitton's 2019 Resort show where more than 100 global ambassadors were in attendance. It was the second consecutive year the star received the title. His look being a new season piece, wasn't available at that time, but despite this, searches for Louis Vuitton knitwear on Lyst spiked 105% in 48 hours following the show.

At another Louis Vuitton event, he drove the crowd wild after appearing in a [grey and blue](#) suit. His stylist then revealed on their [Instagram](#) that Louis Vuitton especially sent the suit for him. Sehun often drives huge demand for fashion pieces that he sports. In December 2018, he posted a photo on [Instagram](#) with his hands clad in the official PyeongChang 2018 Olympics "Finger Heart" which retailed for \$13, sold-out worldwide in minutes.



Source: SM Entertainment

NCT'S LUCAS



Virgil Abloh, the C.E.O of Off-White and the Artistic Director of Louis Vuitton Menswear, personally selected fashion mogul, [Song Mino](#) from the band Winner, to walk for Louis Vuitton's Spring-Summer 2020 Menswear show in Paris. He sent social media into a frenzy after gracing the Place Dauphine, and Vogue stated that he "stole the show." Known for his sartorial choices along with his music, his exuberant style sets him apart.

Another group that seems to have captivated Vogue magazine is our very own NCT. In an article titled "[Why K-Pop's NCT Has Limitless Fashion Potential](#)", they quoted Johnny, "NCT 127 is maybe a little ahead of what's been seen in Korea. If you look at what we're wearing, you might think it doesn't match, but it does." In another article by Vogue Paris, highlighting the [K-pop idols who are shaking the front rows](#), Lucas graced the number one spot. They emphasized his work with Burberry and his presence at various fashion weeks.

Source: SM Entertainment

KPOP IDOLS TEND TO HAVE A "MIDAS TOUCH" IN FASHION.



Along with collaboration deals with luxury brands like Fendi and Dior, who customized stage outfits for BTS, some celebrities have gone as far as becoming creative directors. [Byun Baekhyun of EXO](#) is one of them. In 2018, Privé Alliance, a unisex streetwear label named him the Co-Creative Director. Upon its launch in July 2018, [the web-site](#) was down for several hours due to the large influx of fans wanting to buy the pieces.

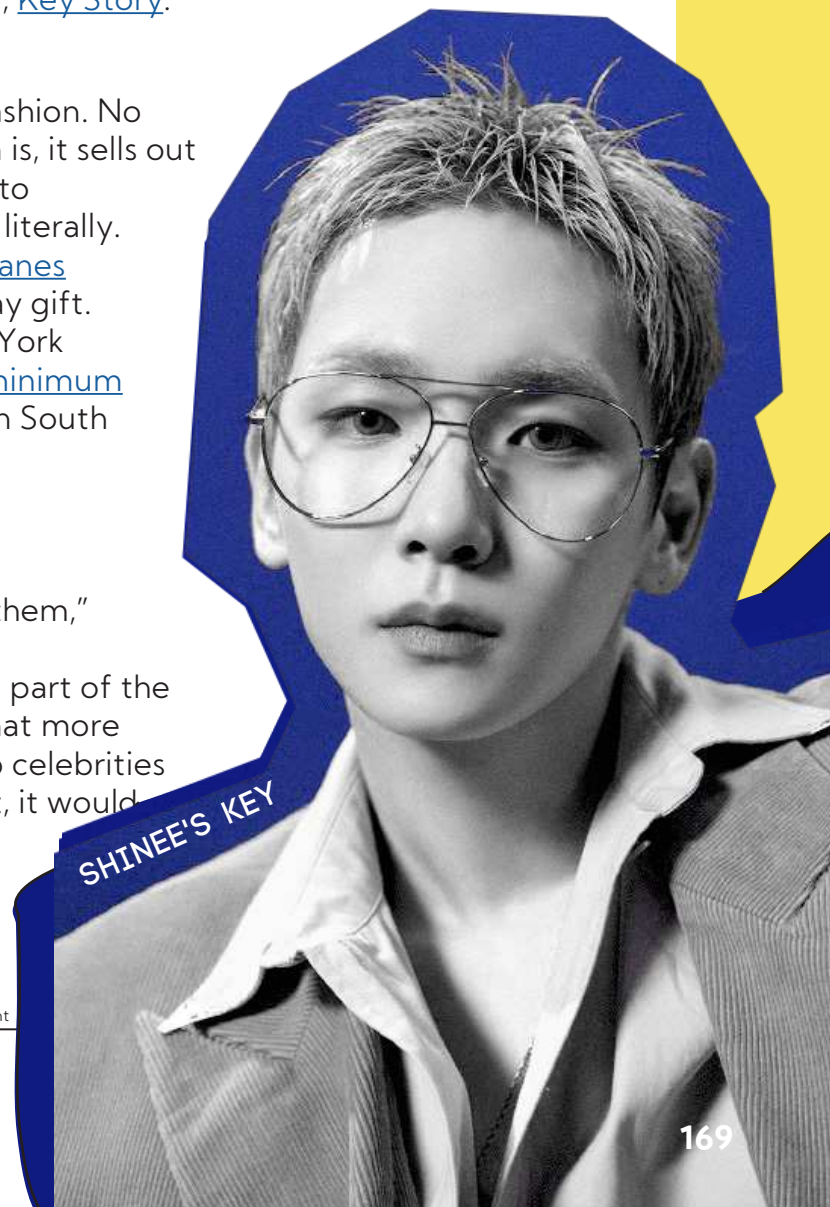
Another talent is Kim Kibum, better known as [Key of SHINee](#). He is frequently spotted at the front rows during fashion week donned in designer names like Issey Miyake and Rick Owens amongst many others. He was named as one of the fashion directors at SM Entertainment and has designed stage outfits for the band. Further, he contributed regularly at Elle Korea for his column, [Key Story](#).

K-pop idols tend to have a 'Midas touch' in fashion. No matter how expensive or hard to find an item is, it sells out frequently. The buying power of fans is hard to overstate—the sky's the limit for them, quite literally. Fans of EXO's Sehun have had [customized planes](#) flying with his face inside and out as a birthday gift. They have previously bought ads in the New York Times, which costs an estimate of [\\$100,000 minimum](#) and have taken over the largest theme park in South Korea for Sehun's birthdays.

Celebrities "create not only audiences and markets for themselves, but also for all the commodities and brand images attached to them," quoted [Target China](#).

With 'The Culture of Collaboration' being a part of the [Big Ideas 2021 list by WGSN](#), it's promising that more collaborations will take place between K-pop celebrities and luxury fashion houses. As [articles](#) suggest, it would be wise for these luxury brands to keep a close eye on the K-pop idols as they have proved to be of great importance in the fashion industry.

Source: SM Entertainment



LIFESTYLE

06

NCT

@SUNFLWRSY_

Pronouns: She / Her**Location:** Malaysia**Listening to K-music:**

The first group that I had discovered was Girls' Generation (SNSD) back then in 2009 and since then, I've been listening to a lot of K-Music especially SM's artists constantly till now which means, it's almost 11 years!

Stanning NCT:

I started to stan NCT even since SRB15 which means when they're still rookies! To be honest, I'm not really fond of boy groups with a lot of members back then but since I love SM artists, I just watched them for fun. After knowing about how the NCT concept and system works with their unlimited members, I found that really interesting and unique! Since then, I started to stan for real. Other than their interesting concepts, their choreographies are super great and their sharp but smooth movements really make them stand out more! Not to mention that NCT is full of incredible rappers, amazing vocalists, powerful dancers, and enticing visuals!

NCT's impact:

To be honest, NCT really does mean a lot to me. There are so many things that have changed in my life since they came into my life. How do I start? I used to be a suicidal person and I used to have depression before I started to listen to K-Music. I isolated myself in my room and just listened to those types of songs but nothing actually happened. Surprisingly, when I listened to NCT's songs, I felt comforted a lot. The hidden messages that they wanted to deliver from their songs reached me and honestly, makes me feel better. Even now, every time I feel down or stressed out with school and stuff, I'll listen to NCT songs. They make me have another reason to stay alive and keep fighting. Other than that, they really inspired me a lot. They inspire me to become as hardworking as them and keep doing what I love! I'm an introverted person with an anxiety problem and every time I need to do a presentation in front of the class, I'll get a panic attack. But, I'll always remember those comforting words from them for NCTzens and feel a little bit confident. Also, they always said a lot of words that really are motivating in their Vlogs. Honestly, I did print out their sayings and pasted all of them in my room to make me feel better, every day. I couldn't tell everything that NCT had done to change my life into a better one cause even after a week, the story won't end!



**Favorite NCity moment:**

Favorite NCity moment? There's a lot of them! But I guess, how the talented ones in NCity really contributed their hard work and volunteered in making something related to NCT such as this amazing magazine and issue! Other than that, the moment where we all stood up for our boys and stayed strong for them!

Would say to NCT:

This might be the hardest question I've ever received in my life! If I could say something to NCT, I just wanted to say that keep continue in making music and doing whatever you wanted to do! NCTzens will always here to support and cheer you from afar. We have each other backs and be happy always! We love you!

@MYSTICU

Pronouns: she, her

Location: USA

Listening to K-music: 3 years

Stanning NCT:

I started stanning them because of some funny/cute moments of them on a YouTube video that was recommended to me. The members caught my eyes so I decided to do some more research on them. The first MV I watched was Cherry Bomb and I had to say, it was superb. Their songs, choreography, how they sang, and rapped- it was just overall amazing. They're very unique, I've never heard of an unlimited member group until I met NCT.

NCT's impact:

NCT is a part of my life. I enjoy watching them, they comfort me in some kind of way. Whenever I was sad or just not in the mood, watching some of their funny or cute moments would always lighten me up. They made me become a more positive and strong person and I thank them for that.

Favorite NCity moment:

My favorite NCity moment is when NCT 2018 was filming Black on Black. Their reactions and communication towards each other are so kind and funny.

Would say to NCT:

NCT, thanks for making me become a happier person. Thanks for making me realize who I am and not what I 'should' be. You opened my eyes to reality and really helped support me when I was in my bad times. Watching your videos, lives, and songs always eases me and helps lift my spirit. Again, thank you so much NCT.

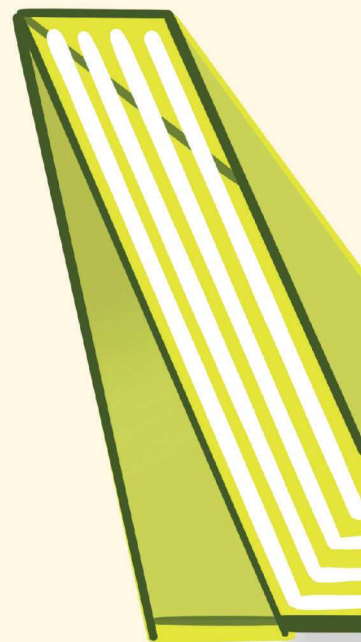
@KITCHENBEAT10

Pronouns: she/her**Location:** USA (from India originally)**Listening to K-music:** From March 2020**Stanning NCT:**

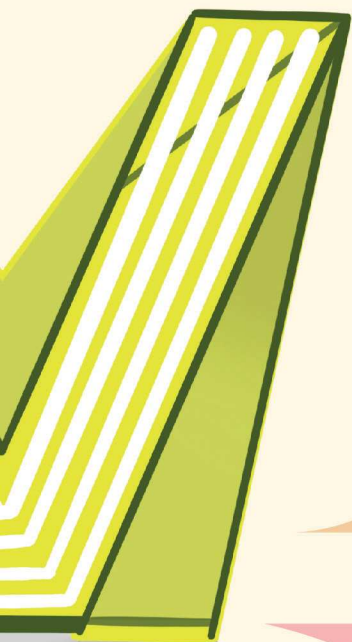
I stumbled upon NCT by pure happenstance. I was watching the KoreanEnglishmen channel quite a lot in Feb 2020, and they had interviewed some K-pop idols called NCT. So I was like hey let's see what that was like. And I enjoyed their interview a lot, it felt very natural and authentic, and not a fabricated persona. Mark stood out to me because I just found him very funny. But that was that I did not seek out NCT. But youtube was on to me and suggested NCT quite a few times and I clicked on an mv just to satisfy youtube sometime in March. I think it was Kick it, I cannot quite remember which it was. But I remember that I did love the music. Mind you this was my first K-pop song outside of Gangnam style. So I ventured into other NCT songs and then discovered all their other title music videos, including Dream, NCT U, and WayV. And I am embarrassed to say this as an Asian myself, but apart from Mark, I couldn't figure out their faces, because SE-Asian facial features are not something I was familiar with in the slightest. But their music intrigued me so much that I went down the rabbit hole of guides to NCT videos and all their interviews till I could tell everyone apart and name them right away. That was when I felt like ok, maybe I am really invested in this group and hey, am I actually into K-pop now? It's just not something I would have ever thought of getting into you know? After that, I watched all NCT daily videos, Rainbow V projects, their NCT Music and Dance channels, listened to their albums till I can actually tell their voices apart too, in songs, while I am just jamming to their albums. I feel quite proud to say I didn't use the lyric videos available all over on youtube but just by the sheer number of times I watched their videos lol. Honestly, I am very new to K-pop, so I don't really think I can say what it is about NCT that is different from other groups, but I can say I was really drawn by the concept of having no limits to their number and their music. I love love love their discography, all units!!! That was quite a long drawn out answer and I am so sorry to whoever has to read it *hugs* ^_^

NCT's impact:

It was just by chance that I got into NCT when I did because I was in a pretty bad place mentally then. It was the desire to see more of their music, more of their concerts, more of their interactions with each other and their fans, that led me to look forward to the next day because just living through each day was an achievement for me then. Now I can say quite truthfully NCT got me through that time, and I feel much better these days. They quite literally were my saviors, and once I discovered Renra, I had something to look forward to each day. I love the boys so much not just because of their music and their amazing personalities and talent, but also because they made me survive for about 6 months where I was just down in the dumps mentally. So, the Neos has been a boon, a blessing, a godsend to me in so many ways!



Wa

**Favorite NCity moment:**

Oh, this is so hard! I loved their Beyond Live concerts so much, especially WayV's because that was their first proper concert! But my absolute favorite NCity moment right now has to be the day NCT 2020 was announced. I can remember very clearly how my whole timeline was in shambles over NCT Dream's Instagram bio changing and then how it was back to normal within a few minutes. I recall waiting with bated breath till 11.57 pm KST on all NCT twitter pages, and then when it got really too much, just going to read some fan fiction for a few minutes just to catch my breath. And then when I came back to Twitter by some 12.03 am KST, there it was. NCT 2020. I was ecstatic, elated, overjoyed! I was truly over the moon. Every moment with the boys is to be treasured, but this just stands out to me I think.

Would say to NCT:

I would like to tell my favorite boys on the planet that they helped me get through a bad place with their music and their kind words, and for that, I will forever be grateful, that I will always keep them in my prayers and support them in all their endeavors, that I love them and wish they achieve every single thing they want and even more!

INSTAGRAM @KPOP.BRIZBE

Pronouns: She/her

Location: Connecticut, USA

Listening to K-music: 7 years

Stanning NCT:

I've been listening to NCT since their debut but didn't start stanning till January of this year. Taeyong stood out to me in SuperM and that's when I decided to get to know all of the NCT members better.

NCT's impact:

To me, NCT means love and happiness. It's obvious how much the boys love and care not only for each other but also for their fans! Since stanning NCT I've been a lot happier and look forward to each comeback they have!

Favorite NCity moment:

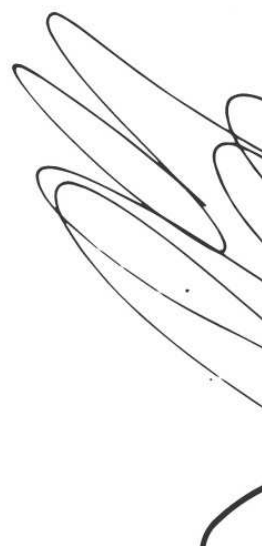
My favorite NCity moment is any comeback and seeing all the support that NCTzens show the boys

Would say to NCT:

One thing I would want to say to NCT is to thank you for being yourselves and working so hard. You've given me the courage to not be afraid to be myself and work hard at everything I do!

NCT EATS:

WINTER 2021 RECIPES



NCTEA

BY @CHOCOMIHEAVEN

INGREDIENTS

- 1 cup water
- 1 cup sugar
- 4 Earl Grey tea bags
- Milk

DIRECTIONS

1. In a small sauce pot, heat water until it just starts boiling.
2. Add Earl Grey tea bags, keeping the strings attached and outside of the pot. Let steep for 5 minutes.
3. Remove tea bags and lower the heat, bringing it to a slow boil.
4. Add sugar ("that's a lo'a sugah!") and stir until it's completely dissolved.
5. Remove from heat and let cool; the syrup will thicken as it cools. Pour desired amount into your milk of choice (hot or cold).
6. Enjoy! Cheers :)



TIP: The syrup can be stored in the fridge and will keep for up to a month!

Why **@chocomiheaven** likes this recipe the best:

Johnny and Mark's "Trip to Europe" VLIVE is one of my comfort VLIVES - I find myself referencing it often and every time I see compilations of it, I burst out laughing! It was one of my highlights of Summer 2020, and being someone who absolutely LOVES tea, I knew I wanted to try this recipe out for myself. Like Johnny said, the VLIVE helped me figure out "what NOT to do" when making the syrup, and I shouted the same way Mark did when it came out successfully! Just to make it even fancier, I boiled the tea with some dried lavender to give it an even sweeter, more floral flavor!

SWEET MOONLIGHT

BY @HTAELY

INGREDIENTS

1) Chocolate ganache

- 2.67g of gelatine + 13ml of cold water
- 250g of dark chocolate
- 500ml of liquid full cream

2) Génoise

- 170g of sugar
- 4 eggs
- 265g of flour
- 60g of unsweetened cocoa powder (no breakfast cocoa)
- 15g of baking powder
- 1 pinch of salt
- 33 cl of cold liquid full cream

3) Sugar Syrup

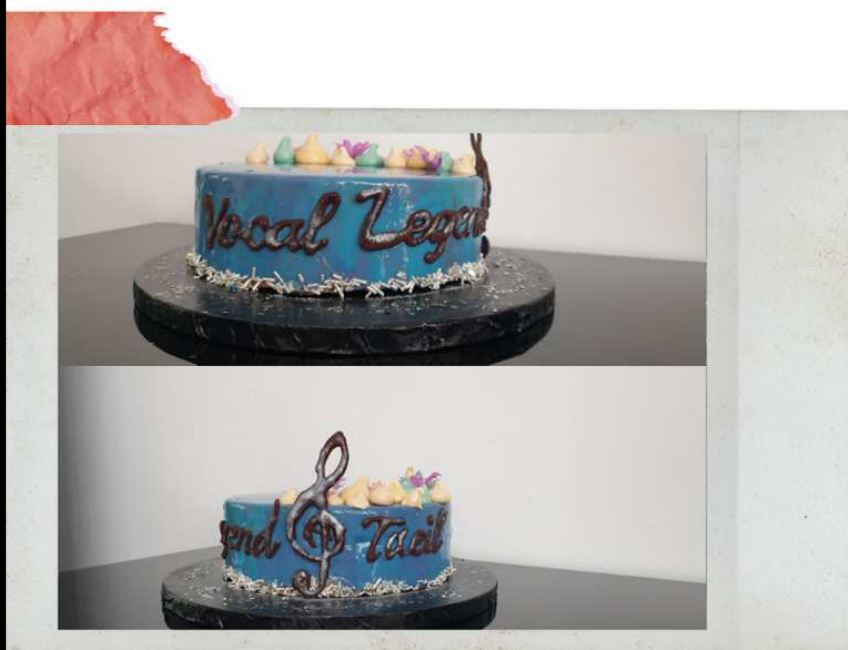
- 50ml of water
- 50g sugar
- 1 pinch of aroma of your choice

4) Mirror Glaze

- 6g of gelatin + 30ml of cold water
- 40ml of water
- 100g of sugar
- 100g of glucose
- 100g white chocolate
- 50g unsweetened condensed milk
- Food coloring

5) French Meringues (optional for the decor)

- 100g of sugar
- 100g white of egg



DIRECTIONS

Step 1: The Chocolate Ganache

- Pour the gelatin in a small bowl with the cold water for 10 minutes
- Cut the chocolate in small pieces and in a pot, heat the first part of the liquid cream (250ml)
- Once the liquid cream starts to boil, take it out of the heat. Add the gelatin then mix
- In a bowl, pour the hot preparation over the chocolate and mix with a whisk- Add the second part of the liquid cream (250ml and cold) and mix again
- Film the preparation and reserve it for 2 hours in the freeze

Step 2: The G noise

- Preheat the oven to 160 C
- Whisk together the eggs and sugar. The mixture should double in volume.
- In another bowl, mix together the flour, unsweetened cocoa powder, salt and baking powder.
- Sift everything over the previous mixture. Mix gently with a spatula.
- Whip at medium speed the liquid cream until it thickens. It will take 5 to 10 minutes. (note: the cream and all your utensils have to be very cold, you can put them in the fridge before using them)
- Incorporate this whipped cream into the preparation with a spatula.
- Cover the mold (15cm) with a baking paper and pour the preparation- Bake for 1h15. You can stick a blade of a knife in the center of the cake. It should come out dry. If this is not the case, re-bake for 5 minutes and recheck.
- Take it off from the oven, turn the cake over on a plate to flatten it as much as possible. Let cool completely.
- Cut the g noise into 3 equal layers. You can use a cake cutter to be more precise. - Reserve it in a safe place

Step 3 (optional) : The French Meringues for the Decor

- Preheat the oven to 120 C
- With a mixer, whip the white at low speed until getting a frothy mixture
- Add the sugar three to four times, while gradually increasing the speed (you can add some colorant if you want to make colorful meringues)
- Fill the preparation in a piping bag and make the meringues on a baking tray covered by a baking paper- Put in the oven at 120   C for about 40-45 minutes

Step 4 : The Entremet Assembly

Take the ganache out of the freezer and whisk it for about 5 minutes, at medium speed. But be careful, it goes very quickly! The ganache must stand on its own on the whisk but it must not rise too much either.

Then make the sugar syrup --> in a pot boil the water, once boiling wait 3 minutes then add the aroma. Reserve it on a small bowl or a glass

- Use the 18cm spring-form to shape your layered cake. Line the whole thing with clingfilm, so you can remove your cake easily in the end.
- Drop a first circle of g noise in the bottom of the spring-form, leaving a gap around the sides.
- Soak your g noise with soaking syrup (you can use a food brush)
- Spread over some of your chocolate ganache
- Layer on top your 2nd g noise circle, soak it with the syrup
- Spread for the 2nd time the chocolate ganache
- Repeat the same action for the 3rd g noise circle- Finally cover the top with more ganache
- Fill a piping bag with the remaining ganache and pipe down into the gaps between - the edges of the cake tin and your layered entremets.
- Chill it in the freeze for at least 5 hours until the ganache is set.

Step 5: The Mirror Glazing

- Pour the gelatin in a small bowl with the cold water for 10 minutes
- In a pot, heat the 40ml of water, the sugar, the glucose until boiling
- Once it started to boil, take it off the heat and add the gelatin then mix
- Pour the hot preparation over the white chocolate in a bowl then mix
- Add the condensed milk and mix again- Use a hand blender for a more homogeneous mixture
- Pour the preparation in different bowls (if you want to use different colorants)
- Add the colorant in each bowl and mix gently
- Take the frozen dessert out of the freezer and place it on a grid
- Once the temperature reached 37°C (use the food thermometer), pour the icing in - a high glass and finally glaze it
- Remove the excess glaze with a spatula then move the grid with rotatory movements
- Finally add some deco made in chocolate, edible glitters and few meringues
- Reserve the 4 hours in the fridge before eating it

Why @htaaily likes this recipe

The ganache is very tasty and delicate, I think it's the best part of the desert. Also I've made this entremet last year for taeil's birthday therefore I keep it as a happy memory, it was also the first time trying this kind of entremet. It's a lot of work and time but it's very worth it.



OREO MARSHMALLOW WITH THE SPRINKLES

BY @PEACHY_127



TIP: I recommend pouring ingredients in small increments!

Why @peachy_127 likes this recipe
My friends and I wanted to bring the English version of the Make a Wish lyrics to life, so I came up with the idea of making the "Oreo marshmallow with the sprinkles" into Rice Krispie treats! PLUS, the marshmallow fluff is vegetarian friendly, and this requires no heat!

INGREDIENTS

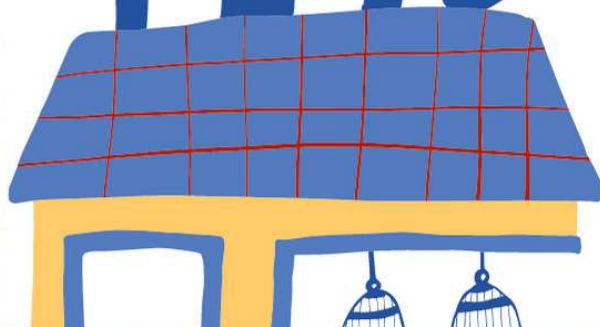
- 2 tubs of marshmallow fluff
- 5 cups crispy rice cereal
- 27 chocolate sandwich cookies crushed
- Any assortment of sprinkles

DIRECTIONS

Pour the crispy rice cereal into a large bowl, add a scoop of marshmallow fluff, and sprinkles of the crushed Oreo in small increments. Do this bit by bit to make sure all of the ingredients get mixed. Find a good stopping point, and scoop it all into a large baking pan. Sprinkle your desired amount of sprinkles onto the top of the treat, then let it chill in the fridge for 15–20 minutes. After letting it chill, slice it and enjoy!

NEO-PETS

PETS OF NCITY
FEATURING ADORABLE PETS
OF NCITY WITH LOVABLE
AND UNIQUE CZENNIE
CHARMS!



Pet:

Ezra

Gender/Breed:

Male, long-haired black cat

Bias:

Jaehyun

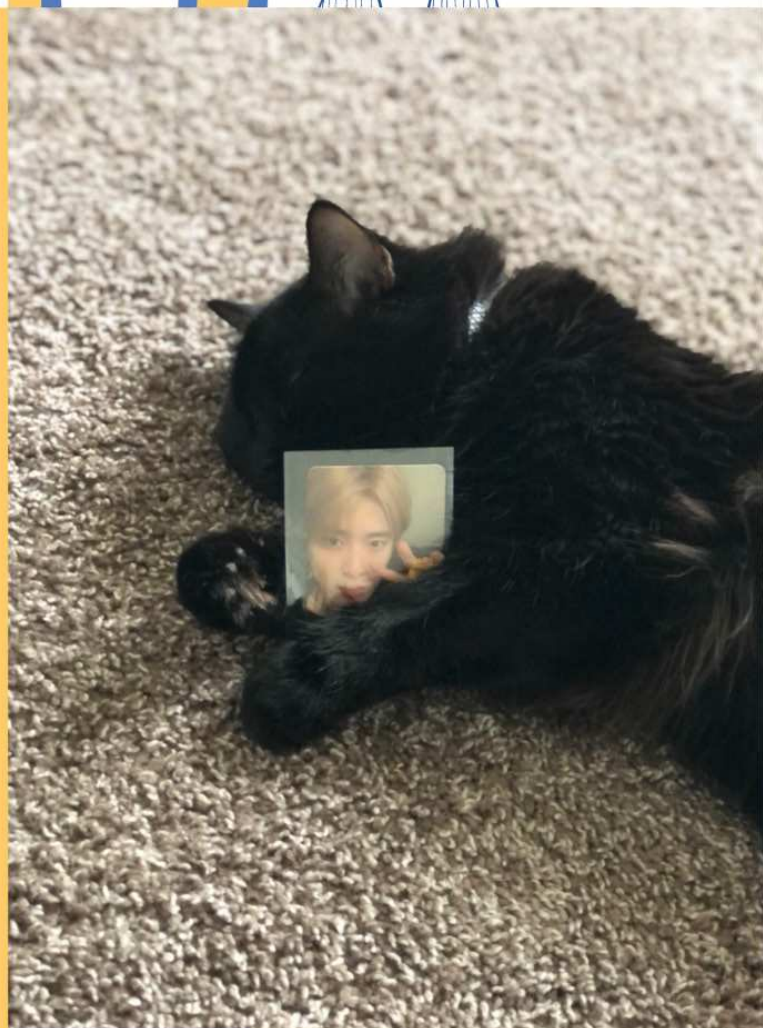
NCTzen "quirks":

Ezra's favorite album is Neo Zone, and his favorite song is "White Night" because he can nap easily to it.

More about Ezra:

Ezra is a little troublemaker, he likes to jump out and try to scare people as they're walking around the corner. He's very playful & he loves paper... yes paper, be it a receipt or a Jaehyun poster on the wall, he'll find a way to get to it and chew it up. He's also fond of watching movies or TV. He even sat through the "Neo City: SEOUL The Origin" concert DVD with me.

His favorite snack is seaweed, so you've gotta store it in a safe place otherwise he'll find it!



HANDLE: @PEACHY_127

LOCATION: GEORGIA

PRONOUNS: SHE/HER



HANDLE:
@MINIONYUTA_
LOCATION: NYC
PRONOUNS:
SHE/HER

Pet:

Snow White, Mila and Suki

Gender/Breed:

Females: Two Dogs & One cat. Both Mila and Snow White are Pit Bulls, with Mila being a Jack Russel Terrier mixed with a Pit Bull.

Bias:

Mila: Yuta and Taeyong

Snow White: has no favorites

NCTzen "quirks":

Mila's favorite song is "Sun and Moon" — that's her top song in her sleep playlist.

More about them:

Snow White is albino, with two different shades of blue for her eye colour, she's also deaf in both ears. Mila is very very energetic, she's super playful and loves to chase you around. Suki is a loner haha

Pet:

Brownie

Gender/Breed:

Female, Maltese dog

Bias:

Taeyong

NCTzen "quirks":

She sits with me on the couch whenever I watch NCT content

More about Brownie:

She gives off strong WayV vibes, if I were to put her in an NCT unit. She's small, but very playful, energetic and sociable. She's my sunshine (and so is WayV, it's meant to be)



HANDLE: @GATO_CHENCHUAL
LOCATION: QUERÉTARO, MEXICO
PRONOUNS: SHE/HER

MEET

WINTER

@ZLCRADIO

How long have you been a fan?

Since Empathy 2018!

Who's your bias?

Ults would be Renjun and Doyoung! Other close ults would be Taeil and Chenle!

What made you join the fandom?

My friend actually introduced me to NCT U's "Boss" and I was immediately interested because Doyoung was really charming! From then, I watched more of their content and listened to their past songs which gave me more reason to like

Any bias wreckers?

I honestly don't think I do because every member has a charming side to them and depending on the content I am watching or what I see on the timeline, any one of them can jump out and really appeal to me! Everyone is probably a bias wrecker!

What are some of your favorite songs?

There's honestly way too many but "No Longer", "Fly Away With Me", "Boss", "Simon Says", "1, 2, 3", "Love Again" would probably be the first picks that come to mind! I listen to these constantly!

How has NCT/WayV inspired you?

One way they have inspired me is probably to accept some things about life and how we can move forward. The way some of the members approach the concerns or troubles of the fans is really warm yet truthful, and it makes me realize that life is the same way as well!

NCITY

2021

What's the most exciting experience you've had as a fan account so far?

I can't recall a singular event but I think more of the happiest experience would be connecting with mutuals and talking about many things; from our biases to NCT to their music to even sharing more about ourselves (for my closer mutuals)!

Are there any hardships that you face as a fan account? How would you wish to address the problem(s)?

I won't call them hardships but rather small things that make being a fan account kind of frustrating or stressful! One would probably be the feeling of not being good enough as a fan because I can't stay updated on what happens all the time; I feel those who are studying or working full-time jobs may feel the same way.

I hope that people can understand that, outside of being on a fan account, everyone has lives to go through with and K-pop is a fun hobby to turn to when we need to destress so let's keep this a happy hobby rather than

If you could say a few words to your bias, what would they be?

Thank you for being such genuine and down to earth people that all of us have the chance to get to know! I admire the work everyone puts in to make their dreams come true, and it isn't easy, but you always put the best side of yourselves forward which is amazing! Know that when times get rough, we are always here for you as much as you have been here for us!

@02HYUCK

**How long have you
been a fan?**

3 years.

**What made you join
the fandom?**

Mark's "Cherry Bomb" verse.

Who's your bias?

Mark, Haechan, Taeyong, Jaehyun,
and Johnny

Any bias wreckers?

Yuta and Renjun

**What are some of
your favorite songs?**

NCT Dream - "Love Again"
and NCT 127 - "Knock On"

How has NCT/WayV inspired you?

They have inspired me to try new
things and never be afraid to be
yourself! They inspired me to make
my YouTube channel and they also
just helped me become more
confident.

**What's the most exciting experience
you've had as a fan account so far?**

Getting to express my dedication to
them everyday.

**Are there any hardships that you face as
a fan account? How would you wish to
address the problem(s)?**

Trying to ignore the drama and the
harsh things that are said about NCT.

If you could say a few words to your bias, what would they be?

I'm proud of you and I hope you know that you are loved and
everything you do inspires a lot of people!

KICK IT PICKS!

PT. 2 NCT RECS (MOVIES/SHOWS/BOOKS)

BY Heather | @jaehyuniepot

We're back at it again with some more recommendations by our favorite trendsetters! One of the most appealing parts about NCT is how they strive to have a more personal connection with fans in any way possible. This is why it truly feels like we're old friends with how much they try to share their interests. After a rough year, let's start on a high note: NCT style, and enjoy these various books, films, and shows to take our minds off the chaos.



photo: Lionsgate

Taeil, Yuta, Jaehyun, and Jungwoo pointed out that the mood someone wants to be in while watching a movie was an essential factor to consider when asked for movie recommendations during a VLIVE. Taeil suggested a sad film he'd seen on a plane, Wonder (2017) for when you want to cry. He also recommended Lump of Sugar (2006), elaborating that it was an old movie about a horse and recounted how moving he found the story when he was younger.

Source: CT High 1st Grade Class 27 VLIVE (04/01/2020) Timestamp: 41:00

TAEIL

JOHNNY

For an interview with Men's NON-NO, Johnny mentioned that he had been influenced by American movies such as 10 Things I Hate About You (1999), Ferris Bueller's Day Off (1986), and Dazed and Confused (1993). He stated that it reminded him of the simple and trivial times of high school. Whenever he watched these films it felt as if the characters were conversing with him. The movies made him reminisce and miss those fun moments of ordinary days in Chicago.

Source: Men's NON-NO Interview (09/26/2020)



photo: Touchstone Picture



fullofbooks.com.au/product_info.php?products_id=11916

During Yuta's allotted time of NCT 127's 24hr Relay Cam, he revealed he had been reading Parallel World Love Story by Higashino Keigo & Hitoshizuku Lion. He stated that he had picked it up on a recent trip to Japan during the Chuseok holiday and thought it would be an interesting read. He demonstrated by sitting on the couch, that the best way to enjoy the book was by reading it in a comfortable position. Although he only skimmed through a couple of pages in the vlog he noted that it was captivating.

Source: YUTA: 1-4 pm | NCT 127 24hr RELAY CAM (With. 자니) (10/29/2019) Timestamp: 1:19

YUTA

TAEYONG

Taeyong enjoyed the biographical film *Bohemian Rhapsody* (2018) so much he uploaded a video captioned, "The after symptoms that come out after watching *Bohemian Rhapsody*," onto Twitter. He was shown imitating Freddie Mercury's famous "Ayo" to which Johnny responded. He later uploaded a silly artistic dance cover onto Twitter with fellow members Mark and Haechan. Inspired by the movie they enthusiastically danced along to Queen's "We Are The Champions" captioning the video with "The after symptoms of watching *Bohemian Rhapsody* Part 2."

Source: NCT 127 Twitter Post (11/18/2018)
https://twitter.com/NCTsmtown_127/status/1064429220040892417?s=20

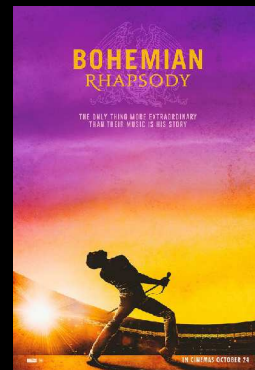


photo: 20th Century Studios

KUN

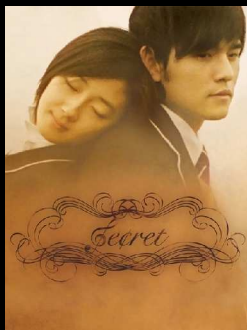


photo: Sony Pictures

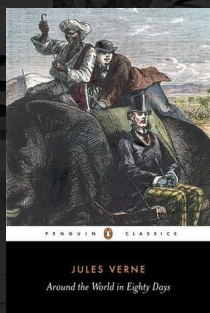
In an interview with Weibo MNews, Kun mentioned a memorable scene from his favorite movie, *Secret* (2007). It included Jay Chou's character playing on an old piano to travel back in time — Kun loved the scene so much he admitted to watching it around 20+ times. He's expressed on various other occasions his love for the film and had even been noticed by his idol Jay Chou when he posted a short piano cover of the film's theme song to his IG.

Source 1: WayV's Weibo MNews Interview (08/17/2019) Timestamp: 0:49
https://www.instagram.com/tv/B7crM-TFFUE/?utm_source=ig_web_copy_link

DOYOUNG

During an IG live Doyoung mentioned that he had recently been watching the reality-variety show, *Youn's Stay* (2021). He found the show interesting and fun to watch, calling the producer Na Youngseok a genius for creating the show's format. He jokingly asked for an opportunity to work together with the renowned PD and create the first variety show featuring him and his brother, Gongmyung.

Source: @do0_nct Instagram Live (01/21/2021) English Translation



publisher: Penguin Books



photo: TVN

TEN

Ten recommended the book *Around the World in 80 Days* by Jules Verne as an ambassador of the Love Library Charity. He claimed that the book had been an interesting read with an adventurous plot and explained that it made him feel as if he was traveling the world and wanted to share this with fans.

Source: WayV Weibo Post (05/23/2019)



photo: Summit Entertainment

JAEHYUN

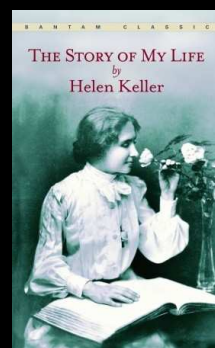
During a virtual fan call, Jaehyun explained his thought process behind his contribution to the song "Dancing in the Rain" — he stated that writing some of the lyrics wasn't difficult and had come simply to him. He had taken inspiration from films such as *A Rainy Day in New York* (2019) and *La La Land* (2016) in which the characters quite literally dance on rainy days, wanting to invoke a similar feeling into his song.

Source: Yes24 Video Call Event for NCT 2020 RESONANCE PT. 1 (10/22/2020)
<https://twitter.com/970214blossomjh/status/1320028627182862336?s=20>

WINWIN

Winwin recommended *The Story of My Life* by Helen Keller during his time as a Love Library Charity Ambassador. He asserted that this was a book one should read in their youth. As an autobiography, it follows Helen Keller's life being deaf and blind since birth and her journey is incredibly powerful as she works hard to achieve her dreams. He hoped this book would become a good source of motivation for others to fulfill their dreams as well.

Source: WayV Weibo Post (05/22/2019)English Translation



publisher: Bantam Classics

LUCAS



photo: Aniplex

During a WayV virtual fan call, Lucas was asked what costume he would wear on Halloween, and he replied that he wanted to dress up as Tanjiro, the main character from the anime *Kimetsu No Yaiba* (2019). He explained he wanted to try it out as he had similar features to the character. True to his word during the "Make A Wish (Birthday Song)" promotions on Halloween, he danced on stage dressed as the demon slayer.

Source1: WayV Awaken The World Video Call Event (07/19/2020)
 English Translation<https://www.youtube.com/watch?v=GKKW5Spb9a>

MARK

In a VLIVE celebrating 127 Day, one of Mark's TMLs was that he often enjoyed watching movies with Jungwoo — they would usually amuse themselves by acting out the character's lines. He mentioned that they had recently watched the action film *Ashfall* (2019) together and shyly proceeded to imitate an infamous line at the insistence of the other members.

Source: 127일 like you VLIVE (01/27/2020)Timestamp: 14:23



photo: CJ ENM

XIAOJUN



photo: Beijing Huajuaduoduo Culture Co

For an interview with Weibo MNews, Xiaojun chose *Us and Them* (2018) as his favorite film. He said it had his favorite scene in which the main characters later on, reunite after the time away from one another makes them reflect on their love. As a romanticist he found the line “后来的我们什么都有了, 却没有了我们” (Translates to “The future us had everything, except each other”) moving, which is why he liked the movie so much.

Source: WayV Weibo MNews Interview (08/17/2019)English Translation

HENDERY

Having shown a large interest in anime before, Hendery shared a picture onto his Instagram story of his TV where he was watching *The Disastrous Life of Saiki K.* (2016). Later on, in a video call event, he shared with the fan that this was the most recent show he had been enjoying. He also fulfilled a fan's request to cutely mimic the main character, Saiki K's poses.

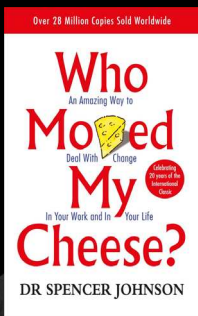
Source: IG Story @i_m_hendery (10/24/2020)

Source 2: NCT RESONANCE PT. 2 Video Call Event (01/11/2021)L



photo: Shogakukan

RENJUN



publisher: Vermilio

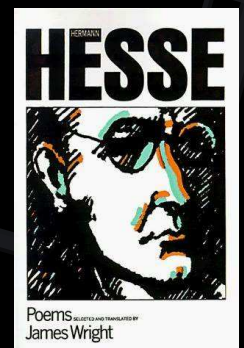
A listener of Akdong Seoul Radio asked for advice as she wanted to change her career path. In his words of encouragement, Renjun mentioned reading *Who Moved My Cheese?* by Spencer Johnson. He brought it up to reference the book's overarching theme that we should always be prepared to move forward and try to step outside our comfort zones. He compared people to a car's engine as after it cools down, it takes a while to warm up again. To always be warm, one must hold on and push forward.

Source: Akdong Seoul Radio with Ren D (01/27/2020)
English Translation 1 English Translation 2

JENO

In episode 3 of “NCT DREAM Stay Under the Blanket,” Jeno was seen picking up a Hermann Hesse Poems book translated by Song Young-taek during their rest time. Despite joking and demonstrating that he'd use the novel as a cover to play on his phone, he soon became engrossed in the book's poetry collection as everyone else messed around.

Source: NCT DREAM Stay Under the Blanket Ep. 3 (04/08/2020)Timestamp: 8:14



publisher: Farrar Straus Giroux



photo: JTBC

HAECHAN

In a VLIVE, a fan asked if he had watched many dramas or movies during his break. Haechan stated that the most recent drama he had finished was a recommendation from his mom, *The Light in Your Eyes* (2019) — he said in awe that he had cried and laughed so much while watching it. He genuinely loved this drama and hoped that fans would check it out.

Source: 드디어 내가 왔드야!!! (3/29/2019)Timestamp: 16:51

JAEMIN

During a fansign video call event, a fan asked Jaemin if he was watching the drama, *Penthouse: Life in War* (2020) and he excitedly replied that he was still currently watching it. He added that it was a really fun and interesting show to watch.

Source: NCT RESONANCE PT.2 Video Call Event (01/09/2021)
English Translation



photo: Studio S (SBS) Chorokbaem Media

YANGYANG



photo: Dreamworks Pictures

In a Yizhibo Live, Yangyang reminisced over his old family dog named Jīnmáo (This is Mandarin for Golden Retriever) and stated that the golden retriever had always been sweet and protective to him growing up. Although Yangyang was sad his pet had long passed, after watching the movie *A Dog's Purpose* (2017), he believes dogs reincarnate until they can meet their owners again — this is why he wants another puppy.

Source: Yizhibo Live Yangyang (08/01/2020) Time Stamp: 20:42
English Translation

SHOTARO

In a Lysn App update, Shotaro shared a movie recommendation for the first time, noting that he had never done it before. He stated that recently because of Yuta he had become absorbed in the *Avengers* (2012) Universe, marveling over how cool the superheroes were and hoped he could become like them too. He pleaded to fans not to spoil the movies since he hasn't watched them all yet and also suggested fans watch the anime film, *A Silent Voice* (2016).

Source: Lysn App Shotaro Subscription (01/16/2021)English Translation



photo: Kyoto Animation

SUNGCHAN



photo: Myung Films

Sungchan signed a lucky NCTzen's album during a fan sign for Resonance, adding a little note recommending the movies Architecture 101 (2012) and The Beauty Inside (2015) at the request of the fan. He mentioned that he enjoyed the romance and these two, in particular, were good films.

Source: Fan Account's Signed RESONANCE Album

CHENLE

During an Akdong Seoul Radio broadcast, Chenle suggested his fellow DJ host Jin Yong watch the Invisible Guest (2016). He insisted that it was an extremely good mystery thriller film, emphasizing several times that Jin Yong should check it out and had mentioned previously that the Spanish movie was thrilling — requiring a lot of thought from the viewer.

Akdong Seoul Radio with LeD (12/15/2020)Timestamp: 32:43
English Translation



photo: Atresmedia Cine

JISUNG



photo: Warner Bros. Pictures

On the Lysn App, Jisung shared with fans that he had been immersed in watching Inception (2010) that day. He elaborated that he relished in movies where you felt like you had to watch it over and over again just to understand what happened in the plot; he definitely recommended fans to watch this film.

Lysn App Jisung Subscription (11/19/2020) English Translation 1

FRIENDSHIP

Dear S,

I'll admit it. I should have listened to you the first time you told me I would like K-pop. It only proves yet again, that you know me better than I know myself. But there you were years later, as graceful as ever, still willing to show me all the different artists and groups like the little encyclopedia you are. All of our little hangouts and adventures where we played each other our favorite songs and talked about everything from our highschool days to vacation plans remain some of my most cherished moments. It feels like only yesterday that we were driving to the beach with your crazy playlists, sitting in coffee shops studying and staying up all night watching variety shows. I'm especially grateful that my experience seeing SuperM live was with you. Everything from opening our albums, getting ready, taking pictures, watching the show and getting stuck in the parking lot together was so incredibly fun. Sometimes, when I feel sad, I play the videos we took and hearing your screaming makes me laugh. It also makes me wishful for our next big event. I cannot wait to do all the things we have planned. I am still thinking about the concerts we have yet to go to, our postponed trips overseas and our potential move to a big city together. Whatever we end up doing, I just hope that we are able to make countless more memories together because you are a forever friend.

-D



Photo source: SM Entertainment

P LETTERS

Dear Kaylee and Jenna,

I'm so thankful that I met you two, you've both been such positive forces in my life. Even though you both knew each other long before I came into your lives, I feel like we had to be friends in our past lives. Although I tend to be quite shy & reserved, you guys somehow coaxed the extrovert right out of me. K-pop didn't bring us together, but I think it brought us closer, especially NCT. We're always on the same page, and not to be cheesy, but we really do finish each other's sentences! I'm so excited for all of our future adventures, the concerts we will attend, and traveling we will do after the COVID situation gets better. I'm so grateful that I am able to live in the same lifetime as you two, you're both such smart young women, and very talented in what you do. Thank you guys for letting me show you my favorite cafes, and my favorite anime. Thank you for always being there for me, and thank you for being my best friends.

-Maya



FRIENDSHIP LETTERS

An Unexpected Friendship

By Arquala | @arquala_davis

Raul,

I do not deserve you.

I am so honored and touched that you trusted me as your friend because you are so strong and selfless. The first day that I introduced you to NCT you stayed with me throughout the entire journey and stuck around to enjoy the experience.

The conversations that we've had inside of K-pop and out have only strengthened our friendship to be ultimately unbreakable. Neither of us knows how this connection grew so quickly, but it became apparent that we were inseparable. Until we were separated.

Remember, after hearing the news about quarantine we both got teary-eyed once we realized we'd have only a few days to spend together and it finally hit us. Imagine being separated from someone that you finally felt appreciated and cared for. Someone that respected you for you and understood everything you've been through and never left you behind. That's you to me. For 20 years I wanted a friend like you and I didn't ask because I wasn't sure if someone was coming. But I never had to ask. You just showed up for me.

Thank you for being one of the most important people in the world to me and choosing me to share your time with. Thank you for being a vital part of my life and my NCT journey. Thank you for showing up.

-Lala

* co-parent. I'm so glad that NCT brought us together
together whenever we

To my cool ass friend A, aka @flyingwingless_

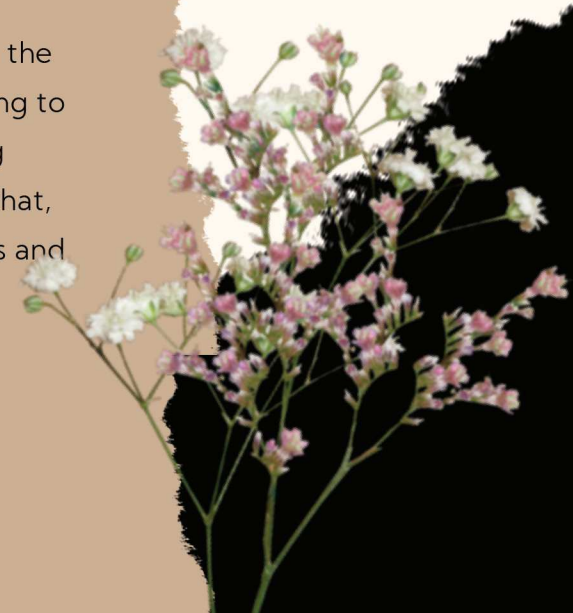
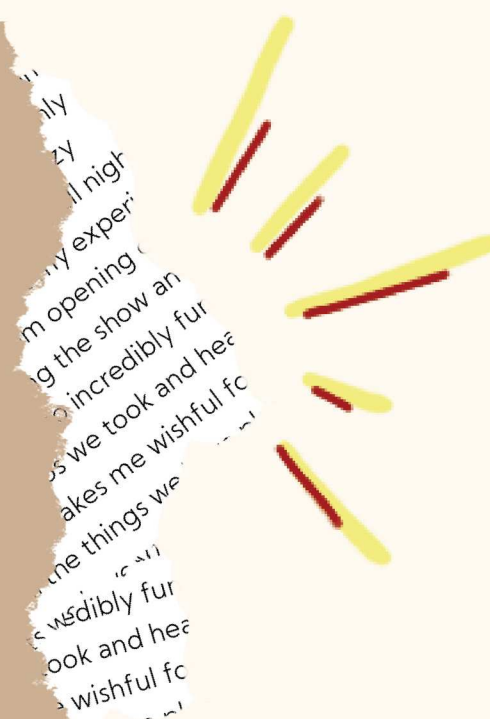
The fact that we became friends because we were tired of fanwars and just wanted to yell about WayV is still hilarious to me. Since then it's been almost a whole year of creating unit theories, discussing weird fan behaviour, being peak "interactionzen" and generally losing it over Ten, Doyoung and Shotaro. And of course, you asking me weekly where the hell was my youtube channel.

You're incredibly smart and fun and I always know I have someone to talk to when fandom shenanigans get too overwhelming. I hope I became a person like that for you too.

Thank you for being a breath of fresh air in the chaos that is stan twitter, for always listening to my ramblings, opening my mind and being overall an amazing person. And on top of that, introducing me to iconic Bollywood movies and songs.

Annie

@_whoisannie



To the World...



Sarah Bathke @randomfandomme

To my amazing groupchat: You all have become my best friends this last year, and I can't begin to describe how thankful I am to have met you. Even though we all met through our love for NCT and creating theories for Neoronpa, our friendship has evolved and now connects us through so much more. Even though we're scattered all around the world and stuck inside, I can't wait for the day I get to meet you all. You've all become like a second family to me, and I am honored that you think of me like a kind of friend-parent. I care about all of you so much, and I can't imagine life without any of you as my "kids" and also you, Berdlie, my groupchat co-parent. I'm so glad that NCT brought us together, and that we can fan out together whenever we want. I hope you all know how much each of you mean to me. Love you all.

Love, Sarah



Notz ENs

SUMI and ICD chats, Alex, Cheese, Eri, Oscar, Kat, Team EnVi and Nfinity, and anyone else who considers me a friend:

First off, thank you for supporting me and my work. I never thought I would have an opportunity like this, but being on this team has allowed me to contribute more and hopefully create something you all can enjoy in addition to the idols' content you consume. I know I am not always the best at keeping in touch, but it means a lot that you accept that from me. You all are genuinely funny, kind and brilliant people I enjoy getting to interact with on this platform. You definitely make this place bearable, sometimes even fun. This past year has taught me a lot, and letting people know I care is one thing I know I can improve. I am so grateful to have wonderful people to be around, and I greatly appreciate all of the time you spend interacting with me. Some of you feel almost like family at this point. If you ever need anything or want someone to support and cheer for you, please don't hesitate to reach out.

Thanks again,
Diana | @18kst

pp... and my work. I never thought
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PHOTOGRAPH

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07

NCT.127

2019 NEO CITY: USA
IN NEWARK, NJ

CONCERT PHOTOS BY
KAREN MAY | @KARENMAYC























WICT

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NEO CITY
THE ORIGIN
2019 WORLD TOUR

NEWARK, NJ
APRIL 24 2019

ATLANTA, GA
APRIL 26 2019

MIAMI, FL
APRIL 28 2019

DALLAS, TX
MAY 1 2019

PHOENIX, AZ
MAY 3 2019

HOUSTON, TX
MAY 5 2019

CHICAGO, IL
MAY 7 2019

SAN JOSE, CA
MAY 9 2019

SAN JOSE, CA
MAY 10 2019

LOS ANGELES, CA
MAY 12 2019

VANCOUVER, BC
MAY 15 2019

TORONTO, ON
MAY 17 2019







NCT B-SIDES: ALTERNAT COVERS

Photos by Maddie Armstrong, Dège, Mafe Morales

Each NCT track is blessed with an album artwork that is beyond recognisable to millions. But what if the B-sides tucked between the title tracks were released as singles, wearing their own covers?

Here are some hot takes from three of EnVi's talented photographers.

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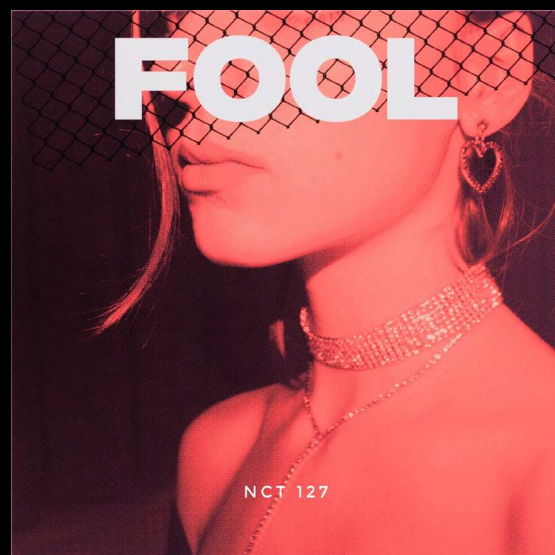
WayV - Dream Launch

I was heavily inspired by the Dream Launch music video when shooting the cover. It tells the story of a child who built a sanctuary in an attic, with a stairway to the stars made from a tower of books and ornaments. It was probably the hardest cover to shoot but also the most fun!



NCT U - WITHOUT YOU

Technically this one does have a cover, but as one of NCT's few but beloved guitar-heavy tracks, I wanted to do the song justice. 'Without You' was one of my first NCT songs, and definitely a favourite. I edited this cover to frame the subject with an explosion of flowers - keeping the guitar as the highlight but emphasising the uplifting beauty of the song.



"You're a goddess, but I'm a fool." Like the song, I wanted to keep the alternative cover for 'FOOL' flirtatious and simple. All it took was a flash and a diamanté choker.

NCT 127 - FOOL

Maddie Armstrong @honeyzens



WayV - Domino

My inspiration for this cover came from the lyrics, which mention water quite a lot. I envisioned dominos sinking into a sea to represent a tumultuous relationship, starting with two dots to signify two lovers and then the dots vanishing altogether as their love fades. The water behind the dominos is from a lake nearby my house that I frequent during the summer. I decided to make the cover black and white so there were no color distractions, and also because I wanted a darker vibe.

Dear Dream is a song that always feels like coming home. The lyrics sound like the members wrote letters to each other about the future, so that was my inspiration behind this cover. I took a parchment letter I had lying around my room and snapped a photo of it with the postcard on a white backdrop, then added the stamps and the NCT Dream logo in post-production. I also added lyrics from the song on the postcard behind the letter.

NCT DREAM - Dear Dream



NCT 127 - Sun&Moon

This is my favorite NCT song, ever. When I listen to it I feel very nostalgic. The lyrics speak about the sun setting in one part of the world while the moon rises in another, and vice versa, but we all still share the same sky. That was the mood I went for with this cover. I took the photos during sunset and midnight to show different times of the day, then created panels on the cover to essentially represent the passing of time.

Dège

WayV - Only Human

I've always considered the lyrics for "Only Human" to be very impactful. It left a big impression on me the first time I read them and the song immediately became one of my favorites. "Don't you know I'm only human" felt like a call out to all the people who label them and put them inside the idol box forgetting they are their own person outside the stage. I wanted to represent them and all those words and expectations that fall upon them because of their status as an artist.



NCT 127 - Day Dream

This song is one of my personal favorites. For me the song is about that love that makes you feel as if you were in a dream, those memories you space out to, something that is too good to be real and you find yourself sticking to those memories as if you needed them to breath. The song gave me an Alice in Wonderland kind of vibe, everything becomes too bright and ethereal, like looking at the real world through water.



NCT DREAM - Best Friend

NCT DREAM's relationship is really strong and meaningful so for me the right approach was to do something colorful like a memory from a trip with the people you are the most comfortable with. The lyrics of the song revolve around a relationship with someone you know is always gonna be there for you and that accepts you for who you are so I wanted to represent that. Are you feeling down? What better way to cheer yourself up than with your friends.

Mafe Morales @brekkerxuxi

ADVERTIS:

ING

08

NCity Small Business

@DIORJAEHYUN

Email

ktrnstyls@gmail.com

Describe your business

I design and print fanmade NCT merchandise.

Inspiration & background story of the shop

I was bored at home during quarantine, and I made some Kick It and Puzzle Piece movie box ticket edits and printed them since I don't have any NCT merchandise at that time. I didn't even know that it would blow up, like I was just bored. Then when NCT 127 and Dream had a comeback for Punch and Ridin', I made edits off of the concept photos too.

Usage of advertisement

I just simply post them in my main Twitter account, then hoping that my moots will like and retweet them.





Unsatisfied customers encounters

So far, not yet but I messed up some of the international orders because there were so many and I forgot to include a few tickets.

Struggles of owning a small business

My biggest struggle right now is shipping because we're in a pandemic, so our post office doesn't often ship to other countries. It always stresses me out because I also want the best for my [Group Order] managers and to not have a high shipping cost.

Business insights

The best lesson that I learned was not to let the pressure consume you, because I didn't expect to have a large amount of orders in my first [Group Order], it was a lot to take in and we had to finish it within a month. Since I'm not good at handling pressure, I had to talk to my friends about how to overcome it.



Unexpected benefits

Honestly, I bought a lot of official merch because of it, it's like an 'I want it, I got it' situation. I also helped my parents with paying the bills and I'm not broke during quarantine, so that is something.

Go-to advisors

Since none of my friends do this type of stuff, I only ask them if my designs are good? I have one friend who has a similar business as mine, so we're seeking advice from each other.



Tips and encouragement for aspiring sellers

I'm not good with this but, if you feel that you're not good enough then everyone around you will also feel that too. So have confidence in your work, believe in yourself, believe that you can do this. If you love doing something, then do it. Do not let others stop you from doing what you love.

Email

leecheeshop@gmail.com

@leecheeshop

Describe your business

We offer printing and design services. We print the orders through a supplier and we use editing software and apps to make the designs. We also manage K-pop group orders where we take orders for various kinds of goods, both official and unofficial.

Inspiration & background story of the shop

Starting from the last 2 years, cup sleeve events became popular in our country. [To the point] where you could find at least 5 cup sleeve events on the same day within the same radius. We saw how many fans give out freebies which usually consist of photocards, photo strips, and hand banners. So we thought that why not start a service where we can offer to help them with printing their freebies and even help design them for an affordable price? We started the business after going to Ong Seongwu's fan meeting together (hence the name LeeChee which was how he pronounced lychee during the fan meeting). Then COVID-19 came and most cup sleeve events and concerts couldn't be held, so we took a break as well. Since the virus is still here, we thought to ourselves that maybe we could do something else to keep the business running and that's how we added group order as one of our services.

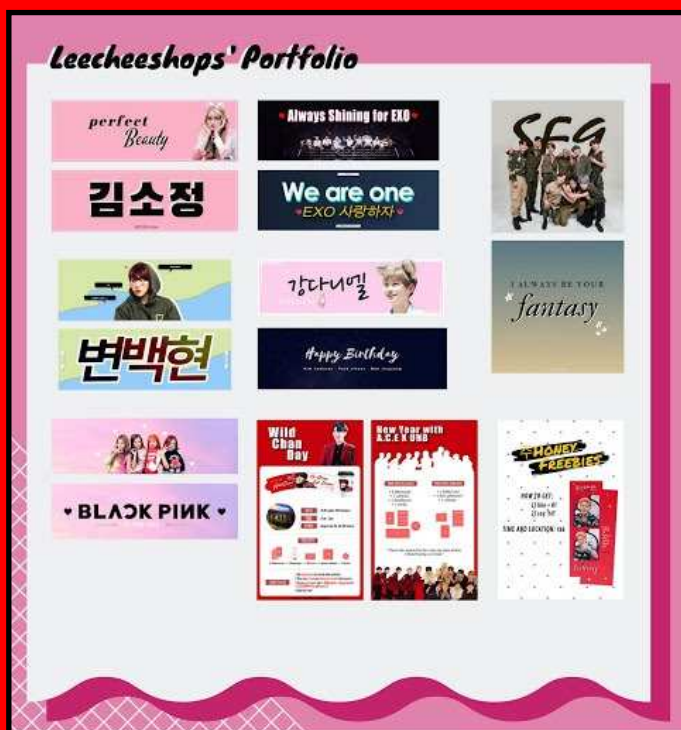


Usage of advertisement

Our main platform is Twitter, but we also have Carousell and just recently, Instagram as well. We wouldn't say that there's any specific technique but most of the time, we tag selling accounts to help us RT our posts. We also put any relevant hashtags to the post so it can get wider engagement.

Unsatisfied customers encounters

There was once where the customer pointed out a minor printing defect, and of course, we apologized and talked to them about it, and thankfully, they understood that such things are out of our control.



Struggles of owning a small business

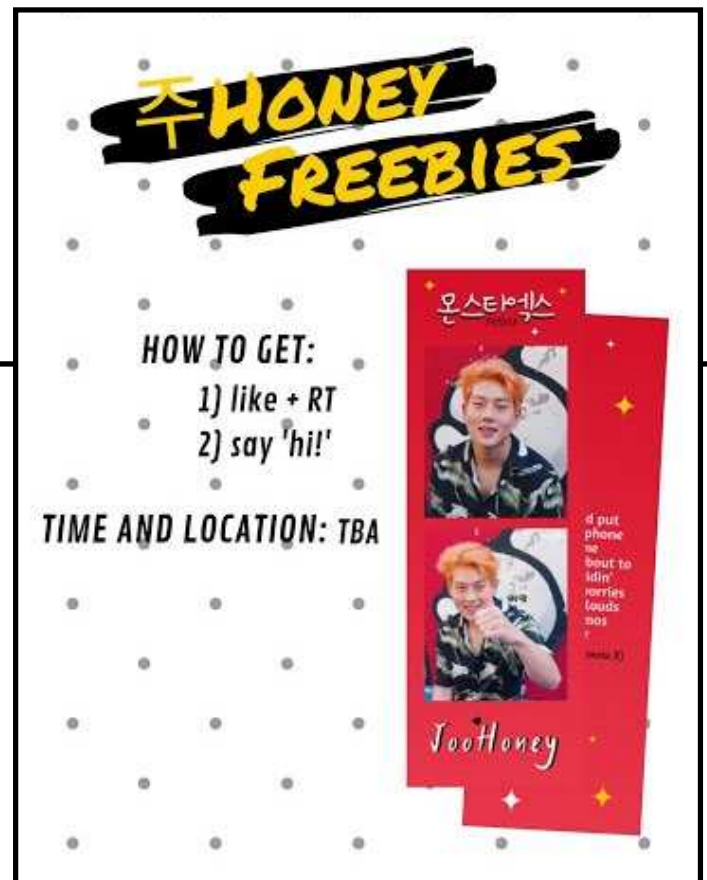
As a small business, money isn't always rolling into our account so it's worrying when we couldn't sell our ready stocks when we need the money to cover for the upcoming stocks. Since we're a small business, rather than caring about profit, we care more about customers' satisfaction so sometimes we wonder where the money goes (lol). Also, we can't help but worry if people would still want to use our service.

Business insights

Never be afraid to try new things, none of us never imagined doing this whole business thing, but here we are!

Unexpected benefits

We definitely have improved on our soft skills. We have a small following, so things aren't as stressful as we don't have to deal with a lot of orders and the probability of encountering unfavorable customers is almost none. Also, our editing and designing skills get better than we first started as we're able to learn and take the time with a design.



Go-to advisors

Family and friends.
And each other (heh)

Tips and encouragement for aspiring sellers

When you first begin, it may be hard, and at times you might feel like quitting. But if the business is something that you're passionate about, please do go for it! Getting people to say "thank you for your hard work" is satisfying and motivating! Struggles are unavoidable but do not give up. Also, always put yourself above everything. Remember, you matter most.

@limeloveclub

Email

limeloveclub@gmail.com

Describe your business

I am selling button pins and stickers from time to time. I also tried selling key straps for OT21 in the past and took a shot with phone cases. But mostly, my main products are pins.



Inspiration & background story of the shop

I sold customized pillows back when I was an EXO-L and after my college graduation I started thinking of a way to make some time so I opened one. I started selling on my fan account and decided to make a shop account.

Usage of advertisement

I only use Twitter and I ask my mutual for retweets, but I feel bad because they retweet and I don't have anything to give back to them.

Unsatisfied customers encounters

Once, I got an order that got mixed up with another, and I told the customer I would give them a new one with free shipping since it was my fault.

Struggles of owning a small business

Scheduling pickups since pickups for shipping sometimes takes days. There are also unexpected delays with production, which some buyers cannot understand, but constant updates and a little explanation will hopefully ease their worry. Since I'm a small business, it's quite hard to gather orders sometimes because makers require quota. The most important is joy reservers/bogus. It's so difficult to be ghosted, so I hope buyers will think before submitting orders to lessen the hassle on both parties.

Business insights

The lesson I learned from doing this is to be innovative and resourceful. Be nice, understanding, and patient.

Go-to advisors

My mum and some friends of mine studied business and finance. And my best friend- Gladys is also a go-to.

Unexpected benefits

The first, is the small income but it has a big impact, it helped me since the pandemic. The extra income helps me to at least help my mum with bills. As a teacher, I also applied my experiences through this shop.



Tips and encouragement for aspiring sellers

Risk isn't scary, it depends on our main motive. Risking something doesn't mean it's always a failure. Take risks because we will never know what outcome it may bring. Take risks, be patient, be understanding, be resourceful, be nice, have courage, and let your artistic side flow.

@makeyourdayGOs

Email :

makeyourdaygos@gmail.com

Country :

USA.

Ideas and Inspirations for Starting a Group Order Account :

Honestly, I've been looking into opening a Group Order account since I've graduated from high school, but never found the time to do so until I saw that WayV was having a fansign and I decided to go for it! That was kind of the tipping point and now I'm opening GOs left and right for official goods and clothes.

Products :

Mainly official goods for WayV, NCT and SuperM. I've recently opened closet GOs for items that members have worn and have a few more of those lined up for later! I don't really open for fan made goods unless it's something that I really want for myself.

Responsibilities as a Group Order Manager (GOM) :

I actually have my very close friends helping me out with my GOs! I'm in charge of all the technical things like opening GOs, making forms, collecting payments, sending emails, ordering goods, payment calculations and the overall management of the account. Because of my living situation, I send all of my GO items to my friend and I go over to her place to pack, sort, label and we make a trip to the post office together to get the goods shipped out! This really isn't a one person job, so I'm glad I have friends who are willing to help me with the more laborious tasks that running a Group Order account entails to.

Usage of Advertisement :

I don't think I have set any technique. I do tag the RT bots underneath my main Group Order tweet so they can give it some exposure and I retweet on my main account as well. So far, that's what has been working for me.

Problems or Issues Encountered :

Because I do work as well as attending online college, I find it hard to make some time to dedicate it for Group Orders. But, I make an effort to communicate as much as I can on Twitter if problems arise. I will use my days off from work to focus on packing and going to the post office since they're the more labor intensive tasks.



Most Important Thing in Handling a Group Order Account :

Communication is very important! A lot of people rely on GOMs to get them their goods and without good communication, it's easy for people to lose hope. I've ordered from other GOMs before and I appreciated how much they communicate through every step, especially if things might be delayed or the manufacturers are making changes.

ORDER ACCOUNTS

Enjoyment from this Business :

I'm actually a business major! So in a way, I'm kind of dipping my feet into what it would be like to open my own business and wow, it's tough! I enjoy the communication aspect and the whole commerce or selling experience so I think I can see myself doing this for a while. It only pushes me to be a better GOM and it's worthwhile when people receive their goods!.

Tips on Starting to be a Group Order Manager :

First, make sure to have a lot of bubble wraps and packing tapes. Second, don't let the bigger GOMs scare you! Third, make a form template as it saves so much time and that's how I have my forms out quickly. Lastly, it is a big task to take on but in my opinion, it's honestly worth it because the serotonin boost you got when people received their items makes you want to keep opening more GOs.



Photo source: SM Entertainment



ORDER ACCOUNTS

@czenationgo

Email :
czenationshop@gmail.com

Country :
Malaysia.



Ideas and Inspirations for Starting a Group Order Account :

I'm a collector myself and I started collecting NCT merch around the "We Go Up" era so I was buying stuff on my own for quite awhile. At first, I hesitated a lot as running a Group Order account would need a lot of commitment and effort, but since I was already buying a lot of merch on my own, I might as well share the shipping with others. Also, it's always better to buy pre-order than buying from resellers that hike up the prices.

Products :

Primarily albums and official merch.

Responsibilities as a Group Order Manager (GOM) :

There are a lot but basically it's buying, selling, and shipping. To explain it further, I'm the one who handles marketing, I'm the seller, procurement, customer service and I'm also the one who packs stuff.

Usage of Advertisement :

I don't really advertise my account but there is this great local retweet account that helps to retweet my Group Order tweets. Shout out to @myncteam, thank you for your hard work!

Problems or Issues Encountered :

Goods that were damaged during shipping. My packing is usually pretty secure as I use cardboard and a lot of bubble wraps. If suddenly the package got damaged during the shipping to the buyer, I'll offer partial refund.

Most Important Thing in Handling a Group Order Account :

The management. I know that most Group Order Managers here are either full time students or have full time / part time jobs. We sacrificed our sleep and weekends for GOM stuff.



Photo source: SM Entertainment

Enjoyment from this Business :

I wouldn't call it a business as I don't really earn much profit. What I do enjoy is making friends here and meeting new people. We can fangirl together or complain about SM together.

Tips on Starting to be a Group Order Manager :

Be prepared to commit and work hard because it's not easy to run a Group Order account. For buyers who are reading this, do appreciate and send some love to your local Group Order Managers.

TO THE WORLD,
HERE IS NCT